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| **Course:** | **Entrepreneurship** |  |  |
| Course code: | MG-414 | Year/Semester: | Fall 2021 |
| Program: | BS-CS | Units/Cr Hrs: | 03 |
| Department: | Computer Sciences | Instructor: | Salmaan Rahman |
| Course Type: | Elective | Email: | salmaan.rehman@lhr.nu.edu.pk |
| Pre-Requisite(s): |  | Phone: |  |
| Prepared By: | Salmaan Rahman | Consultation Hours: | TBA |
| Approved By: |  | Approval Date: |  |

**COURSE DESCRIPTION**

This course is designed to provide non-business students with the basic tools and knowledge needed to meet the challenges of starting up a business in today’s business environment. Since students in this course do not come from a business background, special emphasis will be placed on covering basic business terms and concepts before moving on to the process of business entrepreneurship.

Entrepreneurship is the process of conceiving, evaluating, implementing, and managing a business. This is enhanced when innovation and recognition of new, exploitable market trends are integrated, together with incorporation of breakthrough technologies. Some of the key elements of entrepreneurial success - as defined by successful entrepreneurs themselves - are passion, commitment, persistence, and vision which cannot be taught in a classroom, but students are expected to learn to recognize them.

This course has a two-fold objective The core is to develop an entrepreneurial awareness within all the students by teaching them how to foster and recognize creativity and viable innovation, to hone research and business analytical skills, and learn the process of business development from germination to full development. Since very few people actually start a business, the course is designed to 1) encourage business initiative within those planning to start a business, and 2) develop business awareness in those who might contribute to or go into partnership with entrepreneurs.

Students will be expected to take notes in class since some parts will not be covered in textbooks. Class participation is strongly encouraged – marks will be distributed for positive contribution and originality.

**COURSE OBJECTIVES**

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| **Upon successful completion of the course students should be able to:** | |
| **1** | Be conversant with common business terminology, definitions, concepts and structures |
| **2** | Thoroughly understand what Entrepreneurship is |
| **3** | Understand and evaluate business opportunity in market |
| **4** | Understand Resource requirements (Technical, Financial and Human) |
| **5** | Evaluate Direct/Indirect competitors, Alternative/Substitute products, and markets. |
| **6** | Understand various business development processes. |

**COURSE LEARNING OUTCOMES**

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| **LO#** | **Learning Outcome Statement** |
| LO1 | Know your world - Introduction to general business concepts, definitions |
| LO2 | Know yourself - Entrepreneurs and Entrepreneurship |
| LO3 | Know your environment – Identifying trends, markets, opportunities, threats, and how your idea fits in |
| LO4 | Know the steps – Setting up a business. |

**LEARNING OUTCOME ASSESSTMENT STRATEGY**

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| Assessment Tool | Mark Allocation |
| Quizzes, Assignments | 10 |
| Project(s) | 15 |
| Mid Term-I | 10 |
| Mid Term-II | 10 |
| Final Exam | 50 |
| Class Participation | 5 (bonus) |

**COURSE CONTENTS (subject to change)**

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| **Session** | **Contents** |
| Week 1 | **Introduction** & Course Outline Discussions |
| Session 1 - 3 | **Business definitions**, terms, concepts and structure |
| Session 4 | **Entrepreneurs** and Entrepreneurship |
| Session 5 to 7 | **Opportunity** Assessment |
| Session 7 to 8 | New venture checklist |
| **MID TERM – I** | |
| Session 9-10 | **Feasibility** Assessment |
| Session 11 - 15 | The Business **Plan** |
| Session 16-17 | **Marketing and Organizational Planning** |
| Session 18-20 | **Financial Planning** |
| **MID TERM – II** | |
| Session 21-24 | **Legalities**, Ethics, Intellectual Property and other related issues |
| Session 25-28 | **Projects and Presentations** |
| Session 29 - 30 | **Review Sessions & Exam Discussion** |

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**Please note that course schedule is subject to change as needed**

Sessions may involve activities to enhance understanding, such as in-class exercises, which may change overall schedule.

Some classes may be added to cover specific topics after student assessment and to cover weak areas

**TEXTBOOK & REFERENCE MATERIAL:**

* **Entrepreneurship**: *Successfully Launching New Ventures* by Bruce Barringer (BB) & R. Daune Ireland.

5th Edition (Pearson)

**CLASS POLICIES**

* Please note that an exception for one student is unfair to all other students, so don’t expect any.
* Please turn off and store away cell phones, tablets, laptops, and other electronic devices.
* Talking during lecture is not permitted. It is disrespectful and disruptive to other class members and the instructor.
* If you miss a class, it is your responsibility to determine what was covered, including any administrative announcements.

**Studying**

The proper way of studying for this class is following ADA policy; a short description of the same is as follows

* Ahead of the class, it is is expected that you have read the relevant chapters from the textbook;
* During the class you are expected to follow the lecture, take notes and ask questions; and
* After every class you would review your notes and solve the end of chapter exercises and read the textbook.

**Attendance Policy**

Almost every other session is a different topic and missing a single class will result in setbacks if you lose substantial course content. Owing to the interactive nature of the course, attendance is crucial.

*See university policy on minimum attendance allowed for final exams.*

**Scholastic Dishonesty**

**S**tudents are expected to uphold the highest standards of academic integrity. Scholastic dishonesty jeopardizes the quality of the degree awarded to all graduates.

What exactly is plagiarism?

* Plagiarism is a form of cheating.
* Plagiarism is using someone else’s ideas or words and saying they are your own.
* If you use material from a text and do not acknowledge the source, you are committing plagiarism.

Specifically, behaviors that are regarded as plagiarism:

* Copying directly from a text, acknowledging the source but pretending that you are paraphrasing.
* Paraphrasing or copying directly from a text without acknowledging the source.
* Copying from another student’s assignment with or without the student’s knowledge.

The following behaviors are regarded as misconduct:

* Submitting the same assignment in two different papers.
* Getting someone else to write an assignment for you.

You are also involved in misconduct if you:

* Let another student copy from your own work.
* Write an assignment for another student.

Students who violate the rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. *Since dishonesty harms the individual, students, and the integrity of the University, policies on scholastic dishonesty will be strictly and actively enforced.*