

# MG 4011 – Entrepreneurship

## COURSEWARE OUTLINE/ DOCUMENT

COURSE INSTRUCTOR INFORMATION	Name	Dr. Saif Maqbool				
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DEGREE INFORMATION	Program	Batch	Section(s)			Semester
	BCS / BDS	2021	8A	8B	8A	Year
						Spring
						2025

COURSE INFORMATION	Course Category C- Core/ E-Elective		Code		Title		Credit hours
	E-Elective		MG 4011		Entrepreneurship		3
	Prerequisite(s)		Nil		Nil		
	TA Required (Yes/ No)	No. of TA(s)	Brief Justification				
	Yes	02					
	Students Consultation hours	Day	Time Slot		Special Instructions		
			From	To			
		Monday	12:00 - 13:00		All communication should be routed through email/Google Classroom or in person during the office hours		
		Tuesday	12:00 - 13:00				
		Wednesday	12:00 - 13:00				
Thursday		12:00 - 13:00					
Friday			Send me an email for an appointment				

TEXT BOOK(S) INFORMATION	Title of Book		Entrepreneurship: Successfully Launching New Ventures	Edition
	Author(s)		Bruce R. Barringer & R. Duane Ireland	6th
	Publisher		Pearson (6th Edition)	
Reference book (s)	1.	Title of Book	Entrepreneurship – Theory, Process, and Practice	
		Author Names	Donald F. Kuratko	
	2.	Title of Book	Innovation and Entrepreneurship	
		Author Names	P.F. Drucker	

Brief Description of Course:	This course focuses on understanding basic entrepreneurial concepts, the entrepreneurial mindset, and developing entrepreneurial skills through hands-on learning. The course emphasizes the entrepreneurial process and the application of this process to a broad range of business contexts. The course also addresses creativity, securing resources, team building, communication, and leadership.
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Course Objectives: (Brief & unambiguous) ...
<ul style="list-style-type: none"> <li>a. tend to describe specific, discrete units of knowledge and skill</li> <li>b. can be accomplished within a short time frame - still may be relevant for a class period</li> <li>c. tend to be <u>statements of intent</u>; do not necessarily suggest that the behavior has been demonstrate</li> </ul>

1.	Enhance the ‘entrepreneurial intentions’ of the students by improving their natural willingness to start a business or to undertake new ventures in an existing firm with regards to the given situation.
2.	Inspire the students to seek ‘alternative’ career opportunities by making them evaluate their respective

	social and economic environments.		
3.	Understand the process nature of entrepreneurship and learn the ways to manage it by working individually in the class and in the form of groups outside the class to conduct multiple field assignments.		
4.	Develop the analytical skills of the students with regard to various stages of the entrepreneurship process, starting from opportunity identification and idea generation to business model development and managing venture growth.		
5.	Educate the students about the theoretical underpinnings of the entrepreneurship subject with the aid of practical assignments and projects.		
<b>Learning Outcome:</b>		<b>Graduate Attributes</b>	<b>Bloom's Taxonomy Level</b>
CLO1	<b>Understand</b> <u>key concepts</u> related to entrepreneurial startups and their relative importance for society, economy, legality and political framework	GA-8	Understanding
CLO2	<b>Explain</b> the varying motives of being an entrepreneur and what it takes to be one, particularly from the point of view of <u>starting a new business</u> .	GA-8	Understanding
CLO3	<b>Apply</b> the key concepts of entrepreneurship that must critically identify the key differences between <u>entrepreneurial and managerial thinking</u> , the role of <u>communication</u> in an effective goal-setting process, and its importance for all stakeholders for successful venture creation.	GA-8	Applying
CLO4	<b>Analyze</b> the <u>opportunity</u> through different <u>analytical tools</u> to translate a business opportunity into an integrative and <u>sustainable business model</u> .	GA-3	Analyzing
CLO5	<b>Create</b> a well-presented <u>Business Plan</u> for the execution and management of all the relevant functional areas of the new venture including <u>operations, supply chain, information systems, and human resources</u> etc.	GA-3	Creating
	<p><b>GA-8 Computing Professionalism and Society:</b> This GA encompasses understanding societal, legal, and cultural issues within local and global contexts, as well as the consequential responsibilities relevant to professional computing practice. It aligns well with the holistic understanding of entrepreneurial startups' impact on society, economy, legality, and political framework, as well as the role of communication and ethical considerations in venture creation.</p> <p><b>GA-3 Problem Analysis:</b> This GA involves identifying and solving complex computing problems using fundamental principles of mathematics, computing sciences, and relevant domain disciplines. It aligns well with analyzing opportunities through different analytical tools to translate a business opportunity into an integrative and sustainable business model, as well as with creating well-presented business plans for the execution and management of new ventures.</p>		

<b>COURSE CONTENTS:</b>			
<b>Weeks</b>	<b>Contents/Topics</b>	<b>**Courseware Events</b>	<b>Comments (if any) ***</b>
<b>Week-01</b>	<b>Introduction</b> <ul style="list-style-type: none"> <li>Overview of the course outline, methodology and</li> </ul>	MM/Case	<b>Ice breaking session and</b>

	<p>grading scheme.</p> <ul style="list-style-type: none"> <li>• Entrepreneurship – A perspective.</li> <li>• Development of Entrepreneurship.</li> <li>• Barter system to Globalization.</li> <li>• Why Entrepreneurship.</li> <li>• Explain entrepreneurship and discuss its importance.</li> <li>• Describe corporate entrepreneurship and its use in established firms.</li> </ul>		<p>discussion on course objectives</p> <p>Chapter 01, Entrepreneurship by Bruce R. Barringer</p>
<b>Week-02</b>	<p><b>Fundamentals of Entrepreneurship</b></p> <ul style="list-style-type: none"> <li>• Discuss three main reasons people decide to become entrepreneurs.</li> <li>• Identify four main characteristics of successful entrepreneurs.</li> <li>• Characteristics of successful Entrepreneurs.</li> <li>• Myths regarding entrepreneurship.</li> <li>• The entrepreneurial process.</li> <li>• Explain how entrepreneurial firms differ from salary-substitute and lifestyle firms.</li> <li>• Discuss the impact of entrepreneurial firms on economies and societies.</li> <li>• Identify ways in which large firms benefit from the presence of smaller entrepreneurial firms</li> </ul>	<p>MM/Case <b>Assignment: 1</b></p> <p>Submit Groups for Project</p>	<p>Chapter 01, Entrepreneurship by Bruce R. Barringer</p>
<b>Week-03</b>	<p><b>Recognizing Opportunities and Generating Ideas</b></p> <ul style="list-style-type: none"> <li>• Explain why it's important to start a new firm when its "window of opportunity" is open.</li> <li>• Difference between an opportunity and an idea.</li> <li>• Three general approaches entrepreneurs use to identify opportunities.</li> <li>• Identify the four environmental trends that are most instrumental in creating business opportunities.</li> <li>• List the personal characteristics that make some people better at recognizing business opportunities than others.</li> <li>• The purpose of maintaining an idea bank.</li> <li>• Identify the five steps in the creative process.</li> <li>• Describe the purpose of brainstorming and its use as an idea generator.</li> <li>• Describe how to use library and Internet research to generate new business ideas.</li> </ul>	<p>MM/Case <b>Quiz-01</b></p>	<p>Chapter 02, Entrepreneurship by Bruce R. Barringer</p>
<b>Week-04</b>	<p><b>Feasibility Analysis</b></p> <ul style="list-style-type: none"> <li>• Explain what a feasibility analysis is and why it's important.</li> <li>• Discuss the proper time to complete a feasibility analysis when developing an entrepreneurial venture.</li> <li>• Describe the purpose of a product/service feasibility analysis and the two primary issues that a proposed business should consider in this area.</li> <li>• Explain a concept statement and its components.</li> <li>• Describe the purpose of a buying intentions survey and how it's administered.</li> <li>• Explain the importance of library, Internet, and gumshoe research.</li> <li>• Describe the purpose of industry/market feasibility analysis and the two primary issues to consider in this</li> </ul>	<p>MM/Case <b>Assignment: 2</b></p> <p><b>Quiz-02</b></p>	<p>Chapter 03, Entrepreneurship by Bruce R. Barringer</p>



	<p>area.</p> <ul style="list-style-type: none"> <li>Discuss the characteristics of an attractive industry.</li> <li>Describe the purpose of organizational feasibility analysis and list the two primary issues to consider in this area.</li> </ul>		
<b>Week-05</b>	<p><b>Business Plan</b></p> <ul style="list-style-type: none"> <li>Explain the purpose of a business plan.</li> <li>Discuss the two primary reasons for writing a business plan.</li> <li>Describe who reads a business plan and what they're looking for.</li> <li>Explain the difference between a summary business plan, a full business plan, and an operational business plan.</li> <li>Explain why the executive summary may be the most important section of a business plan.</li> <li>Describe a milestone and how milestones are used in business plans.</li> <li>Explain why it's important to include separate sections on a firm's industry and its target market in a business plan.</li> <li>Explain why the "Management Team and Company Structure" section of a business plan is particularly important.</li> </ul>	<p>MM/Case <b>Assignment: 3</b></p> <p><b>Quiz-03</b></p>	<p>Chapter 04, Entrepreneurship by Bruce R. Barringer</p>
<b>Week-06</b>	<b>MID Term- 1</b>		
<b>Week-07</b>	<p><b>Industry and Competitor Analysis</b></p> <ul style="list-style-type: none"> <li>The purpose of an industry analysis.</li> <li>Identify the five competitive forces that determine industry profitability.</li> <li>Explain the role of "barriers to entry" in creating disincentives for firms to enter an industry.</li> <li>Identify the nontraditional barriers to entry that are especially associated with entrepreneurial firms.</li> <li>List the four industry-related questions to ask before pursuing the idea for a firm.</li> <li>Identify the five primary industry types and the opportunities they offer.</li> <li>Explain the purpose of a competitor analysis.</li> <li>Identify the three groups of competitors a new firm will face.</li> <li>Describe ways a firm can ethically obtain information about its competitors.</li> <li>Describe the reasons for completing a competitive analysis grid.</li> </ul>	MM/Case	<p>Chapter 05, Entrepreneurship by Bruce R. Barringer</p>
<b>Week-08</b>	<p><b>Developing an Effective Business Model</b></p> <ul style="list-style-type: none"> <li>Describe a business model.</li> <li>Explain business model innovation.</li> <li>Discuss the importance of having a clearly articulated business model.</li> <li>Discuss the concept of the value chain.</li> <li>Identify a business model's two potential fatal flaws.</li> <li>Identify a business model's four major components.</li> <li>Explain the meaning of the term business concept blind</li> </ul>	<p>MM/Case <b>Assignment: 4</b></p> <p><b>Quiz-04</b></p>	<p>Chapter 06, Entrepreneurship by Bruce R. Barringer</p>

	spot. <ul style="list-style-type: none"> <li>Define the term core competency and describe its importance.</li> <li>Explain the concept of supply chain management.</li> <li>Explain the concept of fulfillment and support.</li> </ul>		
<b>Week-09</b>	<b>Assessing a New Venture's Financial Strength and Viability</b> <ul style="list-style-type: none"> <li>The two functions of the financial management of a firm</li> <li>Main financial objectives of entrepreneurial ventures</li> <li>Explain the purpose of financial statements</li> </ul>	MM/Case	Chapter 08, Entrepreneurship by Bruce R. Barringer
<b>Week-10</b>	<b>Building a Team</b> <ul style="list-style-type: none"> <li>Identify the primary elements of a new venture team</li> <li>Identify the personal attributes that strengthen a founder's chances of successfully launching an entrepreneurial venture</li> <li>Describe a board of directors</li> </ul>	MM/Case	Chapter 09, Entrepreneurship by Bruce R. Barringer
<b>Week-11</b>	<b>Getting Financing or Funding</b> <ul style="list-style-type: none"> <li>Explain why most entrepreneurial ventures need to raise money during their early life</li> <li>Identify the three sources of personal financing available to entrepreneurs</li> <li>How entrepreneurs bootstrap to raise money or cut costs</li> <li>Debt or equity financing</li> <li>Difference between a business angel and a venture capitalist</li> <li>Initial Public Offering (IPO)</li> </ul>	MM/Case <b>Assignment: 5</b> <b>Quiz-05</b>	Chapter 10, Entrepreneurship by Bruce R. Barringer
<b>Week-12</b>	<b>Mid Term-02</b>		
<b>Week -13</b>	<b>Marketing Aspects</b> <ul style="list-style-type: none"> <li>Market segmentation</li> <li>Target market</li> <li>Establishing a unique position in its target market</li> <li>Building a Brand</li> <li>Marketing Mix</li> <li>Advertising and PR</li> </ul>	MM/Case <b>Project</b>	Chapter 11, Entrepreneurship by Bruce R. Barringer
<b>Week 14</b>	<b>The Importance of intellectual property</b> <ul style="list-style-type: none"> <li>Patents</li> <li>Trademarks</li> <li>Copyrights</li> <li>Trade secrets</li> <li>Conducting intellectual property audit</li> </ul>	MM/Case <b>Project</b>	Chapter 12, Entrepreneurship by Bruce R. Barringer
<b>Week-15</b>	<b>Strategies for Firm Growth</b> <ul style="list-style-type: none"> <li>Internal Growth Strategies</li> <li>Internal Expansion</li> <li>External Growth Strategies</li> </ul>	<b>Project</b>	Chapter 14, Entrepreneurship by Bruce R. Barringer
<b>Week-16</b>	Project Presentations/ Revision	<b>Project</b>	

**\*\* Courseware Events** column is subject to variations / appropriations

Quizzes will be taken after completing a particular topic but there will be surprise quizzes instead of announced.

Note:

The chapters contained in this course outline may be revised keeping in view any time constraints or overall absorption capacity of the class for this course

#### Recommended Web links:

<https://www.gemconsortium.org/> (Global Entrepreneurship Monitor)

<https://www.secp.gov.pk/>

<https://lcci.com.pk/>

#### Grading Criteria

	ABSOLUTE Grading	X	RELATIVE Grading
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#### Marks Distribution:

Particulars	% Marks	*Weight Ranges
1. Quiz	10	5 ~ 10
2. Assignment	8	5 ~ 10
2. First Sessional Exam	15	10 ~ 15
3. Second Sessional Exam	15	10 ~ 15
4. Final Group Project	08	8 ~ 15
5. Class Participation	04	04
6. Final Exam	40	40 ~ 50
<b>Total:-</b>	<b>100</b>	<b>100</b>

\*Weight Ranges as defined in Flex

#### Planned Courseware Events:

Particulars	Planned (Qz/As/Labs)	Remarks
1. Quizzes / Assignments	>2 & < 6	Individual Case studies
2. Article Review	4	Class Activity
3. Presentations	>1 & < 3	Group presentation

#### QUALIFYING ATTENDANCE

You must attend every class for your own personal benefit. Please refer to university policy of minimum attendance requirement (currently 6 absences – 1.30 hrs (90 minutes) each class duration). Failing to conform qualifying attendance threshold, the student will stand debarred from sitting in the examination and assigned with “F” Grade.

#### Academic and Moral Integrity:

All assignments should be your own work (or your group’s when approved). PLAGIARISM will be awarded with “F” grade and/or reported to the University for academic and moral misconduct. To protect yourself, ALWAYS PROVIDE REFERENCES!

#### Instructions / Suggestions for STUDENTS for satisfactory progress in this course:

- On average, most students find at least three hours outside of class for each class hour necessary for good learning.
- Handouts and lecture slides should be regularly consulted.
- Keep a regular track of the material provided in class.
- Do not limit your learning only to the lecture contents and provided material. You are surrounded by unlimited information in books (both theoretical and opinionative), magazines, academic / trade journals, television and the internet. **Please make best use of it.**
- Consult the following local magazines: *Aurora*, *HBR*, *Slogan*, *Blue Chip*, *Ibex* and *Manager Today* (they are all widely available in bookstores).
- If you desire for an A in this course, all you need to do is give me the 4Ps I expect from you: **Presence (most important), preparation, promptness and participation.**
- All members of the project group are expected to contribute towards the project. To counter the problem of “free riders”, individual evaluation of each group member will contribute heavily to the respective project grade.
- Always bring your course material with you in the class.

I hope you find this course both informative and exciting!