**NATIONAL UNIVERSITY OF MODERN LANGUAGES ISLAMABAD**

**DEPARTMENT OF SOFTWARE ENGINEERING**

**TECHNICAL ENTREPRENEURSHIP (SETE-370)**

**COURSE OUTLINE – BSSE PROGRAM**

1. **Course Details**

|  |  |
| --- | --- |
| **Credit Hours** | 3 (3+0) |
| **Pre-requisites** | - |
| **Course Leader** | Dr. Nargis Fatima |
| **Recommended Textbook(s)** | Entrepreneurship: Successfully launching new ventures, Bruce R. Barringer, 4th Edition, Pearson, 2012. |
| **Recommended Reference (Books/Websites/Articles)** | 1. Innovation and entrepreneurship, Peter F. Drucker, Harper Collins, 2006. 2. Patterns of entrepreneurship, Jack M Kaplan, Wiley, 2006. 3. Entrepreneurship–A recipe for economic development, Naqi, Dr. S. M, 2002. 4. Entrepreneurship-A contemporary approach, Kuratko Donald F, Hodgetts, Richard M, Thomas Learning, 2001. |

1. **Course Learning Outcomes (CLO)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CLOs** | **Description** | **Domain** | **Taxonomy Level** | **PLOs** | **Assessment Artifact** |
| **CLO1** | **Demonstrate** the core concepts of entrepreneurship and entrepreneurial processes | C | 2 | 2 | A1, Q1, Midterm |
| **CLO2** | **Design** an appropriate business plan and select suitable business model | C | 5 | 4 | A2, Q2, Midterm, Final Term |
| **CLO3** | **Explain** the impact of a sustainable engineering solution in societal and environmental context | C | 2 | 10 | A3, Q3, Final Term |

1. **Course Assessment**

|  |  |
| --- | --- |
| **Evaluation Methods** | **Weight (%)** |
| Quizzes | 15 |
| Assignments | 10 |
| Presentation/Project | 10 |
| Midterm | 25 |
| Final Term | 40 |
| **Total** | **100** |

1. **Grading Policy**

For students admitted in Fall 2021 and onwards

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Grade** | **A+** | **A** | **B+** | **B** | **C+** | **C** | **D+** | **D** | **F** |
| **%age** | >=90 | 80-89 | 75-79 | 70-74 | 65-69 | 60-64 | 55-59 | 50-54 | <50 |
| **GPA** | 4.00 | 4.00 | 3.50-3.99 | 3.00-3.49 | 2.50-2.99 | 2.00-2.49 | 1.50-1.99 | 1.00-1.49 | 0.00 |

For students admitted before Fall 2021

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Grade** | **A1** | **A2** | **A3** | **B1** | **B2** | **B3** | **C1** | **C2** | **D** | **F** |
| **%age** | >=90 | 80-89 | 77-79 | 74-76 | 70-73 | 67-69 | 64-66 | 60-63 | 50-59 | <50 |
| **GPA** | 4.00 | 4.00 | 3.66 | 3.33 | 3.00 | 2.66 | 2.33 | 2.00 | 1.50 | 0.00 |

1. **Course Contents**

Entrepreneurship Introduction, Meanings/Definition, Nature, Features, Scope, Pros and Cons, Commercialize New Ideas, Differences and Similarities between a Businessman and an Entrepreneur, Competitive Advantage of organizations having Entrepreneurial Edge, identifying and validating good opportunities and then creating, communicating, and capturing value from those opportunities over time, Firms in corporate and non-profit settings, Real World Examples, Prospects for Entrepreneurs in Pakistan, Need for Entrepreneurial Education and Activities.

1. **Weekly Breakdown**

|  |  |  |  |
| --- | --- | --- | --- |
| **Week No.** | **CLO** | **Topics** | **Reference** |
| 1 | CLO1 | Introduction to Entrepreneurship, Nature and Importance of Entrepreneurship, Myths about Entrepreneurship | Chapter 1 |
| 2 | Types of entrepreneurial ventures, Process of entrepreneurship | Chapter 1 |
| 3 | CLO2 | Developing Successful Business Ideas, Recognizing Opportunities and Generating Ideas, Finding gaps | Chapter 2 |
| 4 | Techniques for generating ideas and the process of generating creative ideas. | Chapter 3,4 |
| 5 | Industry and Competitor Analysis, Industry Trends | Chapter 5 |
| 6 | The Five Forces Model and Competitor Analysis | Chapter 5 |
| 7 | Writing a Business Plan, The Business Plan and prepare Outline of the Business Plan | Chapter 6 |
| 8 | Presenting the Business Plan to Investors | Chapter 8 |
| 9 | CLO3 | Building a New-Venture Team and Creating New Venture Team | Chapter 9 |
| 10 | Rounding Out the Team, Customer Advisory Board | Chapter 10 |
| 11 | Getting Funding or Financing, The Importance of Funding or Financing and Sources of Equity Funding | Chapter 10 |
| 12 | Sources of Debt Financing, Creative Sources of Financing | Chapter 11 |
| 13 | The Importance of Intellectual Property, Patents and TradeMarks | Chapter 12 |
| 14 | Copyrights and Trade Secrets | Chapter 12 |
| 15 | What is franchising and how does it work? | Chapter 15 |
| 16 | Establishing a franchise system, Buying a franchise | Chapter15 |