

(MG-481) - Entrepreneurship

Course Outline:

Theory:

1. **Understanding the Entrepreneurship Mind-Set:**
 1. The revolution impact of Entrepreneurship;
 2. The individual Entrepreneurship Mind-set;
 3. Corporate Entrepreneurship Mind-set;
 4. The Social and Ethical perspective of Entrepreneurship.
2. **Conceptualizing Entrepreneurship:**
 1. Definitions and perspective;
 2. Four dimensions of an entrepreneurship venture-individuals, organization, environmental and process.
3. **Formulation of Entrepreneurship:**
 1. The assessment of function with opportunities;
 2. The marketing aspects of new ventures;
 3. Financial statements in new ventures; Business plan preparation for new ventures.
4. **Launching Entrepreneurship Ventures:**
 1. Creativity and innovations;
 2. Methods to initiate ventures;
 3. Legal challenges in Entrepreneurship;
 4. The search for Entrepreneurship.
5. **Strategies perspectives in Entrepreneurship:**
 1. Strategies growth in Entrepreneurship;
 2. Valuation challenges in Entrepreneurship;
 3. Final harvest of a new venture.

Suggested Teaching Methodology:

- Lecturing
- Guest lectures Project
- Written Assignments Report Writing ## **Suggested Assessment: ### Theory (100%)**
- Sessional (20%)
- Quiz (12%)
- Assignment (8%)
- Midterm (30%)
- Final Term (50%)

Recommended Text and Reference Books:

1. Introduction to Entrepreneurship by Donald F. Kuratko
 2. The Entrepreneurial Mindset by McGrath R. G. & McMillan I.
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