

# INTI INTERNATIONAL UNIVERSITY

## COURSE STRUCTURE

**COURSE:** ENT1107 ENTREPRENEURSHIP (3 cr.)

**PREREQUISITE(S):**

None

**COURSE DESCRIPTION:**

The course provides an overview of the major elements of entrepreneurial activity, including evaluation and planning of a new business, financing, team building, typical marketing and operational management issues, alternative models for revenue and growth, and exit strategies. The course is fast-paced and covers not only the internal and external success factors of entrepreneurship, and also a wide span of business subjects, with a strong focus on the key challenges in starting a venture and their practical solutions.

**LEARNING OBJECTIVES:**

The aims of this course are to enable students to:

1. cover the theoretical aspect of small business , enterprise development, and entrepreneurship
2. have the knowledge of developing an effective business plan.
3. have the skills in identifying business opportunities and management of new enterprises.
4. recognise and appraise business opportunities, strategies, policies, and problems in a competitive business environment.

**LEARNING OUTCOMES:**

Successful students will be able to:

1. identify qualities and characteristics of successful entrepreneurs.
2. to develop the interest in entrepreneurship and ability to draft and appraise a comprehensive business plan that guides the company's operation.
3. identify business opportunities and apply a range of management approaches to capitalize on them in order to start and manage a successful new business venture.
4. identify the marketing, financial, leadership and other competencies of entrepreneurs

**COURSE FORMAT:**

Lecture/Instructional Hours: 2 hrs per week, Tutorial: 1 hour per week

[For short semester, Lecture/Instructional Hours: 4 hrs per week, Tutorial: 2 hour per week]

Total Student Learning Time (SLT) (L = Lecture; T = Tutorial; P = Practical; O = Others) :					
Face to Face				Guided & Independent Learning (hr)	Total Student Learning Time (hr)
L	T	P	O		
28	14	0		88	130

**STUDENT EVALUATION:**

Assignment: 100%

Group Project 1 (Business Plan): 30%

Group Project 2 (Practical/Case Study): 30%

Presentation: 20%.

Participation: 20%


**GRADING SCALE:**

A+ (90-100), A (80-89), A- (75-79), B+ (70-74), B (65-69), B- (60-64), C+ (55-59), C (50-54), C- (45-49), D (40-44), F (0-39)

**BASIC TEXT:**

1. Barringer, B.R. and Ireland, R. D. Entrepreneurship: Successfully Launching New Ventures. 4<sup>th</sup> ed., Pearson, Prentice Hall, 2011.

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 Jaya Kumari Krishnan  
 Senior Officer  
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**REFERENCE:**

1. Zimmerer, T.W. & Scarborough, N.M., Essentials of Entrepreneurship, 5<sup>th</sup> ed. Pearson Education International, 2007
2. Hisrich, R.D. & Peters, M.P., Entrepreneurship, 7<sup>th</sup> ed., McGraw Hill, 2008
3. Lambing, P.A. & Kuehl, C.R., Entrepreneurship, 4<sup>th</sup> ed., Prentice Hall, 2007

**CLASS SYLLABUS:**

<b>Lecture(s)</b>	<b>Topics</b>
1-2	Course overview: Seminar: Why Entrepreneurship
3-4	Seminar: Developing Business Plan/Proposal
5-6	Workshop: : Business ideas, value proposition, and opportunities
7-8	Lecture: Effective presentations of a Business Plan
9-10	Presentation of Business Plan/Report
11-12	Study Tour to Business Centres or Guest Speaker
13-14	Seminar: Market and Competitive Analysis and Marketing Strategy
15-16	Seminar: Financial management, valuation and forecasting, Fund raising and the financial markets
17-18	Seminar: Building, managing and motivating teams
19-22	Posters or Projects Presentation/ Practical
23-24	Workshop: Creative problem-solving, and innovation
25-26	Workshop: Winning negotiations & Decision Making
27-28	Workshop: Managing Growth and Going Global

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