

## **MGTS 402 - Entrepreneurship Development**

**Course Code: MGTS 402**

**No. of Lecture Hrs/Week: 3 + 1 (Contact Hour)**

**Total No. of Lecture Hrs: 45**

**Internal Assessment: 50**

**End-Semester Examination: 50**

**Exam Hours: 3**

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### **Unit I - The Challenge of Entrepreneurship**

#### **Chapter 1: The Foundations of Entrepreneurship**

- The World of Entrepreneur
- What is an Entrepreneur?
- The Benefits of Entrepreneurship
- The Potential Drawbacks of Entrepreneurship
- Behind the Boom: What's Feeding the Entrepreneurial Fire?
- The Cultural Diversity of Entrepreneurship
- The Power of Small Business
- The Ten Deadly Mistakes of Entrepreneurship
- Putting Failure into Perspective
- How to Avoid the Pitfalls

#### **Chapter 2: Inside the Entrepreneurial Mind: From Ideas to Reality**

- Creativity, Innovation, and Entrepreneurship
- Creativity – A Necessity for Survival
- Creative Thinking
- Barriers to Creativity
- How to Enhance Creativity
- The Creative Process
- Techniques for Improving the Creative Process
- Intellectual Property: Protecting Your Ideas

### **Unit II – Building the Business Plan: Beginning Considerations**

#### **Chapter 3: Designing a Competitive Business Model and Building a Solid Strategic Plan**

- Building a Competitive Business Model and Building a Solid Strategic Plan
- The Strategic Management Process

#### **Chapter 4: Conducting a Feasibility Analysis and Crafting a Winning Business Plan**

- Conducting a Feasibility Analysis
- Why Develop a Business Plan?
- The Elements of Business Plan
- What Lenders and Investors Look for in Business Plan
- Making the Business Plan Presentation
- Business Plan Format

#### **Chapter 5: Forms of Business Ownership**

- Brief Introduction to Various Forms of Ownership

### **Unit III: Building the Business Plan: Marketing and Financial Considerations**

## **Chapter 6: Building a Powerful Marketing Plan**

- Building a Guerilla Marketing Plan
- Pinpointing the Target Market
- Determining Customer Needs and Wants through Market Research
- Plotting a Guerilla Marketing Strategy: How to Build a Competitive Edge
- Marketing on the World Wide Web
- The Marketing Mix

## **Chapter 7: Pricing Strategies**

- Three Potent Forces: Image, Competition and Value
- Pricing Strategies and Tactics
- Pricing Strategies and Methods for Retailers
- Pricing Concepts for Manufacturers
- Pricing Strategies and Methods for Service Firms
- The Impact of Credit on Pricing

## **Chapter 8: Creating a Successful Financial Plan**

- Basic Financial Statements
- Creating Projected Financial Statements
- Ratio Analysis
- Interpreting Business Ratios
- Break-Even Analysis

## **Chapter 9: Managing Cash Flow**

- Cash Management
- Cash and Profits Are Not the Same
- The Cash Budget
- Preparing a Cash Budget
- The 'Big Three' of Cash Management
- Avoiding the Cash Crunch

## **Unit IV – Putting the Business Plan to Work: Sources of Funds**

### **Chapter 10: Sources of Financing: Debt and Equity**

- Planning for Capital Needs
- Equity Capital versus Debt Capital
- Sources of Equity Financing
- The Nature of Debt Financing

### **Chapter 11: Choosing the Right Location and Layout**

- Location: A Source of Competitive Advantage
- Location Criteria for Retail and Service Businesses
- Location Options for Retail and Service Businesses
- The Location Decision for Manufacturers
- Layout and Design Considerations
- Layout: Maximizing Revenues, Increasing Efficiency, or Reducing Costs

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### **Text Book:**

- Essentials of Entrepreneurship and Small Business Management, 5<sup>th</sup> Edition  
*Thomas W. Zimmerer and Norman M. Scarborough*