**University of Asia Pacific (UAP)**

**Department of Computer Science and Engineering**

**Course Outline**

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| **Program:** | BSc. in CSE |
| **Course Title:** | Business and Entrepreneurship |
| **Course Code:** | BUS 401, BUS 402 |
| **Semester** | Spring’ 20 |
| **Credit Hours** | 3.75 credits |
| **Name & Designation of Teacher** | Tahmeem Siddiqi, Assistant Professor, DBA |
| **Class Hours:** | BUS 401: Section A: Mon (9:30-11:00 am), Wed (3:30-5:00 pm)  Section B: Sun (2:00-3:30 pm), Tues (3:30-5:00 pm)  BUS 402: Section A: Every alternate week Saturday (2:00-5:00pm)  Section B: Every week Thursday 11:00-12:30 Pm |
| **e-mail** | tahmeem@uap-bd.edu |
| **Rationale:** | This course helps students delve into the dynamic world of business and what makes organizations, brands and markets function effectively. The course has been specifically developed tailoring to the need of the students who are pursuing bachelors in computer software and engineering so that they start their own business, or individual contributor businesses such as freelancers, contractors, consultants, and others in the gig economy. The curriculum is centered on three key aspects of entrepreneurship: 1) the individual, their traits, skills, and attributes that make entrepreneurs successful, 2) the business ideas, how to generate them, where to look for them, how to expand them, and 3) how to ensure they are valid business ideas with potential to meet profit goals. |
| **Pre-requisite** | ECN 101 |
| **Course synopsis** | Fundamentals of Management, Managerial Skills in Software Industries, Managing production and operation, Present Value and Future Value Calculation and Residual Earnings, Payback Period, Market Risk, Business Risk,Marketing Strategies, Product & Price, Distribution and Promotion of Software, Accounting Fundamentals, Income statement, Cash flow statement, Balance sheet, Introduction to Entrepreneurship, Forms of Entrepreneurship in Software Industries, Social responsibility and Entrepreneurship Ethics, Entrepreneurship Law and Government. Target Market, The Competition, Risk Assessment, Technology Plan, Exit Plan, SWOT (Strengths/Weaknesses/Opportunities/Threats). |

**Course Objectives (CO):** The objectives of this course are to:

* 1. Analyze the business environment in order to identify business opportunities.
  2. Demonstrate an understanding of the major functions of business including Management, Accounting/Finance, Marketing, Investments, and Information Technology.
  3. Apply theory, concepts and ideas presented in class to their own business ideas.
  4. Develop the ability to generate and assess new venture ideas.

**Course Outcomes (CO) and their mapping with Program Outcomes (PO) and Teaching-Learning Assessment methods:**

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| --- | --- | --- | --- |
| CO No | Corresponding POs | Delivery methods and activities | Assessment tools |
| 1 | 1,2,4 | Lectures, Books, Visual Presentation | Assignment, written exam, Presentation, quiz |
| 2 | 4,6, 7 | Lectures, Hand notes, Visual Presentation | Assignment, written exam, Presentation, quiz |
| 3 | 1,4,7,8,9 | Lectures, Hand notes, Visual Presentation | Assignment, written exam, Presentation, quiz |
| 4 | 1,4,6,7,8,9 | Lectures, Hand notes, Visual Presentation | Assignment, written exam, Presentation, quiz |

**Weighting COs with Assessment methods:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Assessment Type** | **% weight** | **CO 1** | **CO 2** | **CO 3** | **CO 4** |
| **Final** | **60%** | **15** | **15** | **15** | **15** |
| **Midterm** | **20%** | **6** | **7** | **7** |  |
| **Class performance,**  **Quizzes,**  **Assignment,**  **Others...** | **30%** | **5** | **5** | **5** | **15** |
| **Total** | **100%** | **26** | **27** | **27** | **30** |

**Grading System:** As per the approved grading scale of University of Asia Pacific (Appendix-2).

**Course Content Outline and mapping with Cos**:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Weeks** | **Contents** | **COs** | **Delivery methods and activities** | **Reading materials** |
| 1 | Introductory class, definition of management,, kinds of managers, Basic managerial roles and skills, the external and internal environment and culture of environment | 1, 2 | Lectures, Books, Visual Presentation | Reference books 1, slides, handouts |
| 2 | The ethical and social environment, managing the process of globalization | 1, 3 | Lectures, Hand notes, Visual Presentation | Reference books 1, slides, handouts |
| 3 | SWOT analysis, porter’s five forces shaping the business environment | 2, 3 | Lectures, Hand notes, Visual Presentation | Reference books 1, slides, handouts |
| 4 | Marketing definition, Marketing process, Customer need, want and demand,  Mission statement, strategic planning | 2, 3 | Lectures, Books, Visual Presentation | Reference books 1, slides, handouts |
| 5 | Market segmentation, segmentation variables, Requirements for effective segmentation, Differentiation and positioning | 2,1 | Lectures, Hand notes, Visual Presentation | Reference books 2, slides, handouts |
| 6 | Product definition, levels of products and services, product and service classification  Branding, packaging, product line decision, product mix decision, | 1, 2, 3 | Lectures, Hand notes, Visual Presentation | Reference books 2, slides, handouts |
| 7 | The new product development process  Price definition, pricing of different types of market, Promotional mix, distribution network, Competitor analysis, selecting competitors to attack or avoid, selecting competitors to attack or avoid | 1, 2, 3 | Lectures, Hand notes, Visual Presentation | Reference books 2, slides, handouts |
| 8 | Business Risk, Market risk, Net Present Value (NPV) Calculation, Internal Rate of Return (IRR) Calculation. | 2,3 | Lectures, Hand notes, Visual Presentation | slides, handouts |
| 9 | Accounting Fundamentals | 2, 3 | Lectures, Hand notes, Visual Presentation | slides, handouts |
| 10 | Income statement, Cash flow statement, Balance sheet, | 2, 3 | Lectures, Hand notes, Visual Presentation | slides, handouts |
| 11 | Human Relations, Motivation, Communication between Software Developers, Managing Human Resources and Labor Management Relations | 1, 2, 3 | Lectures, Hand notes, Visual Presentation | slides, handouts |
| 12 | Introduction to Entrepreneurship, Forms of Entrepreneurship, skills of entrepreneur | 1, 3, 4 | Lectures, Hand notes, Visual Presentation | Reference books 3, slides, handouts |
| 13 | Social responsibility and Entrepreneurship Ethics | 1, 3, 4 | Lectures, Hand notes, Visual Presentation | Reference books 3, slides, handouts |
| 14 | Reflections on business plan | 3, 4 | Lectures, Hand notes, Visual Presentation | Reference books 3, slides, handouts |

**Book:**

1. **Management, Author- Ricky W. Griffin, 11th edition**
2. **Principles of Marketing, Author- Philip Kotler, 16th edition**
3. **Entrepreneurship, Authors- Robert D. Hisrich, Michael P. Peters, 10th edition**

**Special Instructions:** Students should:

i) Have Minimum 70% Class Attendance

Ii) Come Prepared

Iii) Be Good Listeners

Iv) Be Interactive And Ask Questions

V) Be Regular

Vi) Take Notes and Review

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| **Prepared by** | **Checked by** | **Approved by** |
| Tahmeem Siddiqi  Assistant Professor  DBA | Curriculum Committee  DBA | Head/Dean |

**Appendix-1: Generic Skills**

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| --- | --- |
| **No.** | **Generic Skills** |
|  |  |
| 1. | Intellectual skills |
| 2. | Practical and Problem solving skills |
| 3. | Scientific and Analytical skills |
| 4. | Entrepreneurship and Innovation skills |
| 5. | Communication & IT skills |
| 5. | Values, Ethics and Morality |
| 6. | Teamwork and Leadership skills |
| 7. | Professionalism |
| 8. | Social skills and responsibilities |
| 9. | Life-long Learning skills |

**Appendix-2: Grading Policy**

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| --- | --- | --- |
| **Numeric Grade** | **Letter Grade** | **Grade Point** |
|  |  |  |
| 80% and above | A+ | 4.00 |
| 75% to less than 80% | A | 3.75 |
| 70% to less than 75% | A- | 3.50 |
| 65% to less than 70% | B+ | 3.25 |
| 60% to less than 65% | B | 3.00 |
| 55% to less than 60% | B- | 2.75 |
| 50% to less than 55% | C+ | 2.50 |
| 45% to less than 50% | C | 2.25 |
| 40% to less than 45% | D | 2.00 |
| Less than 40% | F | 0.00 |