**Course Outline: Entrepreneurship**

**Program:** BCS

**Semester:** Spring 2021

**Credit Hours:** 3

**Instructor:** Mahvesh Ali Khan

**Course Description:**

This course will take you through the basics, hopefully culminating in you presenting sterling business plans for ideas that you think are workable in the Pakistani market in these hard times. Your learning material will revolve around the creation of these cases in light of how great entrepreneurs around the world have succeeded. Core courses studied earlier in your degree program like engineering management and finance will be reviewed and tested throughout.

**Text & Reference Book(s):**

***1) Entrepreneurship 6th Ed, Robert D. Hisrich, Michael P Peters, Dean A Shepherd.***

2) Essentials of Entrepreneurship and Small Business Management- 4th Ed, Thomas W. Zimmerer and Norman M. Scarborough

Pearson Education Publications

3) Entrepreneurship-Rajeev Roy, Oxford Higher Education

**Assessment Plan:**

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| --- | --- |
| Business Plan Report | 10% |
| Presentation | 10% |
| Sessional-I exam | 15% |
| Sessional-II exam | 15% |
| Final exam | 50% |
| **Total** | **100%** |

**Course Contents:**

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| **Week Serial3** | **Description of the Topics Covered** | **CLONo.** | | **Technique** | |
| 1 | Introductions, Grade Breakdown, General Discussion, Understanding Entrepreneurship, Group formation and detail on Projects *(Case study: Fedex)* | 1 | | Multimedia and case study | |
| 2 | Entrepreneurial Characteristics & feelings, The Need for Enterprise, advantages & disadvantages to entrepreneurs, Entrepreneurial failure, Starting an entrepreneurial firms *(Case study: Failure case)* | 1 | | Lecture / case study | |
| 3 | Growth of business Idea, sources of business idea, Environmental and industry analysis (SWOT, PORTER 5 FORCES , PESTLE). *Activity:* Visualize your future. | 1,2, 3 | | . Lecture / Activity | |
| 4 | Legal Issues & Intellectual Property: trade mark, copyrights, trade secrets, patents. *(Article on trade secrets: Coca Cola Formula case)*,  Essential elements of Business Plan *( Individual project deadline)* | 1,2,3 | | Lecture | |
| 5 | Marketing Plan: Market research, Segmentation, Targeting and Branding, 4Ps *(Idea Submission Deadline*) | 2,3 | | Lecture | |
| 6 | Organizational Plan: HRM issues (*Presenting the idea in the class)* | 2,3 | | Lecture / case study | |
| 7 | Field trip to an incubation centre |  | |  | |
|  | **Sessional 1** | | | | |
| 8 | Seed plan and relevant videos | | 1 | | Videos |
| 9 | Financial Plan: Sources of financing, venture capital & angel investors. | | 2 | | Lecture |
| 10 | Projected income statements and activity | | 2 | | Lecture followed by an activity in which the students will form their own statements and will apply the concepts |
| 11 | Projected balanced sheet and activity | | 2 | | Lecture followed by an activity in which the students will form their own statements and will apply the concepts |
|  | **Sessional 2** | | | | |
| 12 | Start up cost calculation and activity | | 2 | | Lecture followed by an activity in which the students will form their own statements and will apply the concepts |
| 13 | Growth & Social Responsibilities: Stages of growth, Growth Strategies, extension and Exit Strategies, CSR, Social Entrepreneurship | | 1 | | Lecture |
| 14 | Role of Government, Economy and Global Aspects of entrepreneurship | | 1 | | Articles |
| 15 | Presentations | | 2&3 | | N/A |
| 16 | Presentations | | 2&3 | | N/A |