



**FAKULTI PENGURUSAN DAN INDUSTRI HALAL**

<b>PROGRAM</b>	<b>Diploma in Technology Management</b>
<b>COURSE NAME</b>	<b>TECHNOLOGY ENTREPRENEURSHIP</b>
<b>COURSE CODE</b>	<b>DDWG 2263</b>
<b>CREDIT HOUR</b>	<b>3</b>
<b>SYNOPSIS</b>	This course introduces students the basic concepts of technology entrepreneurship as well as the process of creating new technology based ventures. Specifically, the coverage includes opportunity recognition process, legal forms of businesses, options in setting up technology-based ventures, planning and arranging for resources to set up new ventures and financing options for new ventures. At the end of this course, student will be able to develop business plan.
<b>COURSE STRUCTURE</b>	
<b>CHAPTER</b>	<b>TOPICS</b>
<b>1</b>	<ul style="list-style-type: none"><li>Briefing on projects and assignments, introduction to entrepreneur and entrepreneurship</li></ul>
<b>2</b>	<ul style="list-style-type: none"><li>Creativity, innovation, technology and entrepreneurship, technology entrepreneurs and ventures</li></ul>
<b>3</b>	<ul style="list-style-type: none"><li>The founder: entrepreneurial mind &amp; thought in action; the entrepreneurial managers; personal ethics and entrepreneurs.</li><li>Entrepreneurship forum/talk</li></ul>
<b>4</b>	<ul style="list-style-type: none"><li>Entrepreneurial opportunity; the entrepreneurial process; creating, shaping, recognizing seizing and screening opportunities.</li></ul>
<b>5</b>	<ul style="list-style-type: none"><li>Developing viable business idea and modes</li><li>Options in setting up business ventures</li></ul>
<b>6</b>	<ul style="list-style-type: none"><li>Entrepreneurship visit</li></ul>
<b>7</b>	<ul style="list-style-type: none"><li>Resource requirement and business plan</li><li>Human resources; financial resources; developing business plan and strategies</li></ul>
<b>8</b>	<ul style="list-style-type: none"><li>Marketing issues in technology based ventures</li></ul>



<b>9</b>	<ul style="list-style-type: none"><li>• Feasibility studies and developing marketing model</li></ul>
<b>10</b>	<ul style="list-style-type: none"><li>• Financing entrepreneurial ventures: entrepreneurial finance, obtaining venture and growth capital, valuation, structure and negotiation of financing deals; obtaining debt capital</li></ul>
<b>11</b>	<ul style="list-style-type: none"><li>• Franchising; what is franchising business? Roles of franchisor and franchisee</li></ul>
<b>References:</b>	<ol style="list-style-type: none"><li>1. Barringer, B.R, &amp; Ireland, R.D. (2018). Entrepreneurship: Successfully Launching New Ventures, 6<sup>th</sup> Edition. Pearson.</li><li>2. Stephen Spinelli and Rob Adams (2015). New Venture Creation; Entrepreneurship for 21th Century (10<sup>th</sup> ed.). McGraw-Hill</li></ol>