



FAKULTI TEKNOLOGI DAN KEJURUTERAAN

PROGRAM	Diploma in Accountancy
COURSE NAME	FUNDAMENTALS OF ENTREPRENEURSHIP
COURSE CODE	ENT300
CREDIT HOUR	3
SYNOPSIS	<p>This course provides an overview of the requirements for launching an entrepreneurial career and starting up an entrepreneurial venture. After an appreciation of the concept of entrepreneurship, students will be exposed to the critical role of opportunity recognition and evaluation. The course also shed light on the entrepreneur as the main success factor in the new venture formation and development. The central focus of the course is to prepare the students with the essence of entrepreneurship and business planning skills that is essential for the success of new ventures. The subject delivery combines both theoretical and practical aspects of entrepreneurship. Theoretical aspect is looking at the important elements in understanding entrepreneurship, while practical aspect is engaging the student to develop and propose a viable Business Plan.</p>
COURSE STRUCTURE	
CHAPTER	TOPICS
1	<p>Theories & concepts of entrepreneurship</p> <p>1.1 Evaluation of entrepreneurship theory 1.2 Islamic view on entrepreneurship 1.3 Definition of entrepreneur and entrepreneurship 1.4 Entrepreneurship and SMEs in Malaysia 1.5 The role of entrepreneurship in Malaysian economic development</p>
2	<p>Entrepreneurial behavior and competencies</p> <p>2.1 Entrepreneurial motivation 2.2 Entrepreneurial competencies</p>
3	<p>Creativity and innovation in entrepreneurial ventures</p> <p>3.1 Definition of creativity and innovation 3.2 The importance of creativity and innovation in business venture 3.3 Creativity process 3.4 Components of creativity 3.5 Common creativity techniques and tools 3.6 Blocks to creativity 3.7 Types of innovation 3.8 Sources of innovation 3.9 Promoting creativity and innovative environment in organization</p>



	3.10 Common characteristics of creative and innovative entrepreneurs
4	Opportunity Recognition 4.1 Definition of business opportunity 4.2 Business Opportunity Attractiveness 4.3 Business Opportunity Development Process 4.4 SWOT Analysis 4.5 Business Model Canvas
5	Business Formation 5.1 Starting from scratch 5.2 Buying an existing business 5.3 Family business succession 5.4 Acquiring a franchise
6	Business Legal Structure 6.1 Sole Proprietorship 6.2 Partnership 6.3 Private Limited Company 6.5 Limited Liability Partnership 6.5 Cooperation
7	Business regulation and support system 7.1 Business license, permit and letter of authority 7.2 Type of business extension services and the agencies involved
8	Business plan 8.1 Definition of business plan 8.2 Why prepare a business plan 8.3 Who needs a business plan 8.4 Format of a business plan
9	Business plan: Marketing plan 9.1 Definition and concepts of marketing 9.2 Steps in preparing marketing plan 9.3 Define the product concept 9.4 Identify the target market 9.5 Determine market size and competitors 9.6 Market share and sales forecast 9.7 Develop marketing strategies 9.8 Marketing budget



<p>10</p>	<p>Business plan: Operational plan</p> <p>10.1 Definition of operation 10.2 Process planning 10.3 Operation Layout 10.4 Production Planning 10.5 Material Planning 10.6 Machine & Equipment planning 10.7 Manpower planning 10.8 Business & Operation Hours 10.9 License, permits and regulations required 10.10 Overheads requirement 10.11 Implementation schedule 10.12 Operation Budget</p>
<p>11</p>	<p>Business plan: Organizational plan</p> <p>11.1 Definition of organization 11.2. Develop business vision, mission and objectives 11.3 Developing organizational structure and organization chart 11.4 Job analysis- Task & Responsibilities 11.5 Remuneration 11.6 Compensation & Benefits 11.7 Organization budget</p>
<p>12</p>	<p>Business plan: Financial plan</p> <p>12.1 Definition of financial 12.2 Importance of financial plan 12.3 Project implementation cost 12.4 Sources of finance 12.5 Pro forma cash flow statement 12.6 Pro forma income statement 12.7 Pro forma balance sheet 12.8 Basic financial analysis</p>
<p>References:</p>	<p>Sarimah Hanim Aman Shah & Cecilia Soon Teik Lan, <i>Entrepreneurship</i>, 4th ed, Oxford Fajar, 2016, ISBN: n/a</p>