



FAKULTI TEKNOLOGI DAN KEJURUTERAAN

PROGRAM	Diploma in IT System Support
COURSE NAME	ENTREPRENEURSHIP
COURSE CODE	DTP 2012
CREDIT HOUR	2
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 theoritical and practical aspects of entrepreneurship. Theoritical aspect is looking at the important elements in unlderstanding entrepreneurship, while practical aspect is engaging the student to develop and propose a viable Business Plan.</p>
COURSE STRUCTURE	
CHAPTER	TOPICS
1	<p>Introduction to Entrepreneurship</p> <p>1. 1 Definition of entrepreneurship and entrepreneurial theory 1. 2 Entrepreneurship from an Islamic perspective 1. 3 The role of entrepreneurship in the development of the Malaysian economy</p>
2	<p>Entrepreneurship behavior and competencies</p> <p>2.1 Motivation of entrepreneurship 2.2 The character of a successful entrepreneur 2.3 Entrepreneurial efficiency 2.4 Efficiency features</p>
3	<p>Creativity and innovation</p> <p>3.1 Creative definition 3.2 Processes, components, and creative techniques 3.3 Creative obstacles 3.4 Innovative definitions 3.5 Innovative types</p>
4	<p>Business opportunity</p> <p>4.1 Define opportunities 4.2 Methods of finding opportunities</p>



	4.3 Environmental factors 4.4 The process of finding opportunities
5	Business formation 5.1 Types of businesses in Malaysia 5.2 Individual Business 5.3 Business Partnership 5.4 Business Companies 5.5 Business formation
6	Business rules and support agencies 6.1 Business licenses and permits 6.2 Contracts and agreements 6.3 Types of agencies involved in the business
7	Business plans 7.1 Definitions of business plans 7.2 Importance of business plan 7.3 User plan business 7.4 Business plan format
8	Marketing plans 8.1 Definitions and concepts Marketing 8.2 Importance of marketing plan 8.3 Steps for marketing planning 8.4 Definition of product and service concept 8.5 Market target 8.6 Establishment of marketing strategies and the provision of marketing plans 8.7 Marketing budget
9	Operation Plans 9.1 Process planning and operating arrangements 9.2 Product design 9.3 Business and operating hours Location options 9.4 Operating budget
10	Organizational design 10.1 Definition of management 10.2 Business mission and vision 10.3 Organizing process 10.4 Organizational structure 10.5 Task division / labor 10.6 Officers and official structures 10.7 Functional departments 10.8 Product department 10.9 Client's department 10.10 The manufacturing process of the department



	10.11 Matrix 10.12 Preparation of the plan 10.13 Organizers 10.14 Organizing budget
11	Financial plans 11.1 Definition of financial plans 11.2 The significance of the financial plan 11.3 Provision of Pro forma statements 11.4 Cash budget 11.5 Income statement 11.6 Balance sheet 11.7 Finance budget
References:	1. Adam Toren and Matthew Toren. 2017. Starting Your Own Business: Become an Entrepreneur!. Kindle Edition. 2. UiTM Entrepreneurship Study Group, Fundamental of entrepreneurship, Pearson Prentice Hall, 2016 Petaling Jaya