

Entrepreneurship  
BEG490MS

Year IV

Semester: I

Teaching Schedule			Examination Scheme				
Hours/Week			Internal Assessment		Final		Total
Theory	Tutorial	Practical	Theory	Practical*	Theory**	Practical	100
3	2	-	20		80	-	

Objectives:

- To develop entrepreneurship skills and leadership in practical fields

1. The Foundations of Entrepreneurship [ 4 hrs]
  - a. The World of Entrepreneur
  - b. What is an Entrepreneur?
  - c. The Benefits of Entrepreneurship
  - d. The Potential Drawbacks of Entrepreneurship
  - e. Behind the Boom: What's Feeding the Entrepreneurial Fire?
  - f. The Cultural Diversity of Entrepreneurship
  - g. The Power of Small Business
  - h. The Ten Deadly Mistakes of Entrepreneurship
  - i. Putting Failure into Perspective
  - j. How to Avoid the Pitfalls
2. Inside the Entrepreneurial Mind: From Ideas to Reality [4hrs]

- a. Creativity, Innovation, and Entrepreneurship
  - b. Creativity – A Necessity for Survival
  - c. Creative Thinking
  - d. Barriers to Creativity
  - e. How to Enhance Creativity
  - f. The Creative Process
  - g. Techniques for Improving the Creative Process
  - h. Intellectual Property: Protecting Your Ideas
3. Designing a Competitive Business Model and Building a Solid Strategic Plan [3 hrs]
    - a. Building a Competitive Business Model and Building a Solid Strategic Plan
    - b. The Strategic Management Process
4. Conducting a Feasibility Analysis and Crafting a Winning Business Plan [4 hrs]
    - a. Conducting a Feasibility Analysis
    - b. Why Develop a Business Plan?
    - c. The Elements of Business Plan
    - d. What Lenders and Investors Look for in Business Plan
    - e. Making the Business Plan Presentation
    - f. Business Plan Format
5. Forms of Business Ownership [2 hrs]
    - a. Brief Introduction to Various Forms of Ownership
6. Building a Powerful Marketing Plan [5 hrs]
    - a. Building a Guerilla Marketing Plan
    - b. Pinpointing the Target Market
    - c. Determining Customer Needs and Wants through Market Research
    - d. Plotting a Guerilla Marketing Strategy: How to Build a Competitive Edge
    - e. Marketing on the World Wide Web

- f. The Marketing Mix
7. Pricing Strategies [5 hrs]
    - a. Three Potent Forces: Image, Competition and Value
    - b. Pricing Strategies and Tactics
    - c. Pricing Strategies and Methods for Retailers
    - d. Pricing Concepts for Manufacturers
    - e. Pricing Strategies and Methods for Service Firms
    - f. The Impact of Credit on Pricing
  8. Creating a Successful Financial Plan [4 hrs]
    - a. Basic Financial Statements
    - b. Creating Projected Financial Statements
    - c. Ratio Analysis
    - d. Interpreting Business Ratios
    - e. Break-Even Analysis
  9. Managing Cash Flow [5 hrs]
    - a. Cash Management
    - b. Cash and Profits Are Not the Same
    - c. The Cash Budget
    - d. Preparing a Cash Budget
    - e. The 'Big Three' of Cash Management
    - f. Avoiding the Cash Crunch
  10. Sources of Financing: Debt and Equity [4hrs]
    - a. Planning for Capital Needs
    - b. Equity Capital versus Debt Capital
    - c. Sources of Equity Financing
    - d. The Nature of Debt Financing

11. Choosing the Right Location and Layout [ 5 hrs]
  - a. Location: A Source of Competitive Advantage
  - b. Location Criteria for Retail and Service Businesses
  - c. Location Options for Retail and Service Businesses
  - d. The Location Decision for Manufacturers
  - e. Layout and Design Considerations
  - f. Layout: Maximizing Revenues, Increasing Efficiency, or Reducing Costs

Text Book:

- Essentials of Entrepreneurship and Small Business Management, 5th Edition ,Thomas W. Zimmerer and Norman M. Scarborough