



## QURTUBA UNIVERSITY

Of Science and Information Technology

D.I Khan, Peshawar Khyber Pakhtunkhwa, Pakistan.

<b>Course Name</b>	<b>ENTREPRENEURSHIP</b>
<b>Course Code</b>	<b>MGT210</b>
<b>Semester</b>	<b>Fourth</b>
<b>Credit Hours</b>	<b>03</b>
<b>Total Weeks</b>	<b>16/18</b>
<b>Total Hours</b>	<b>48/54</b>
<b>Total Marks</b>	<b>100</b>
<b>Pre-requisite</b>	<b>None</b>

### Course Objectives

- The purpose of the Module is to analyze the theories of Entrepreneurship when operating a new business.
- Starting a New business involves considerable risks and effort and entrepreneur assumes the responsibility and risks for its development and survival.
- It is very important to provide understanding to students that entrepreneurship is an important component in the process of economic development.

### Grading Criteria

<b>Distribution</b>	<b>Weight</b>
Quizzes, Assignments, and class participation	10
Mid Term	20
Final Term	70
Total	100

### Recommended Books

- Entrepreneurship 6th edition by Robert D. Hirsch, Michael P. Peters
- Entrepreneurship in Action 2nd Edition by Mary Coulter
- Pattern of Entrepreneurship by Jack M. Kaplan

## WEEK WISE BREAKDOWN

<b>Week</b>	<b>Description</b>
<b>1</b>	<ul style="list-style-type: none"> <li>➤ Definition of Entrepreneurship</li> <li>➤ Nature and development of entrepreneurship</li> <li>➤ Green Entrepreneurship &amp; Social Entrepreneurship</li> <li>➤ Entrepreneur Vs Inventor</li> </ul>
<b>2</b>	<ul style="list-style-type: none"> <li>➤ The Entrepreneurial Process</li> <li>➤ Entrepreneurial Cycle</li> <li>➤ Role model &amp; Support System</li> </ul>
<b>3</b>	<ul style="list-style-type: none"> <li>➤ Entrepreneurship</li> <li>➤ Entrepreneurial Leadership Characteristics</li> <li>➤ Elements of Entrepreneurial Strategy</li> </ul>
<b>4</b>	<ul style="list-style-type: none"> <li>➤ Sources of New Ideas</li> <li>➤ Methods of generating NEW ideas</li> <li>➤ Product Planning &amp; Development process</li> </ul>
<b>5</b>	<ul style="list-style-type: none"> <li>➤ Innovation and the entrepreneur</li> <li>➤ Principles of innovation</li> <li>➤ Ethics &amp; Social Responsibility for Entrepreneurs</li> </ul>
<b>6</b>	<ul style="list-style-type: none"> <li>➤ Information needed for preparing the Business Plan</li> <li>➤ Business Plan</li> <li>➤ Writing the Business Plan</li> <li>➤ (Includes all the contents of Business Plans)</li> </ul>
<b>7</b>	<ul style="list-style-type: none"> <li>➤ Who should write the Business Plan?</li> <li>➤ Who read the Business plan?</li> <li>➤ Using &amp; Implementing the Business Plan</li> <li>➤ Presenting the Business Plan</li> <li>➤ Why some Business plan fails?</li> </ul>
<b>8</b>	<ul style="list-style-type: none"> <li>➤ Marketing Research for the new Venture</li> <li>➤ Understanding the Marketing Plan</li> <li>➤ Characteristics of Marketing Plan</li> </ul>
<b>Two Assignments + Two Test                      Mid Term Exam</b>	
<b>9</b>	<ul style="list-style-type: none"> <li>➤ Environmental Analysis</li> <li>➤ The Marketing Mix</li> <li>➤ Steps in Preparing the Marketing Plan</li> </ul>
<b>10</b>	<ul style="list-style-type: none"> <li>➤ Developing the Management Team</li> <li>➤ Building successful organization</li> <li>➤ Motivating Employees</li> <li>➤ Legal form of business</li> </ul>
<b>11</b>	<ul style="list-style-type: none"> <li>➤ Legal issues related to Entrepreneurship</li> <li>➤ Patents</li> <li>➤ Copyrights</li> <li>➤ Trademarks</li> </ul>
<b>12</b>	<ul style="list-style-type: none"> <li>➤ Sources of Capital</li> <li>➤ Debt or Enquiry Financing</li> <li>➤ Internal or External Funds</li> </ul>

	➤ Personal Funds
<b>13</b>	➤ Preparing for the New Venture Launch: Early management issues ➤ Record Keeping ➤ Recruitment & Hiring New Employees ➤ Creating Awareness of the new Venture ➤ Advertising ➤ Rapid growth and Management Controls
<b>14</b>	➤ Ending the Venture ➤ Bankruptcy ➤ Reorganization ➤ Strategy during Reorganization ➤ Liquidation ➤ Succession of Business
<b>15&amp;16</b>	➤ Presentations ➤ Assignments
<b>Two Assignments + Two Test+ Presentation</b>	
<b>Final Term</b>	

**Learning Outcomes:**

- Ability to recognize a business opportunity that fits the individual student
- Demonstrate the understanding of how to launch the individual's entrepreneurial career
- Recognize the importance of entrepreneurship and identify the profile of entrepreneurs and their role in economic growth
- Know how to acquire necessary resources and organizational matters of new venture creation process