



Khwaja Fareed University of Engineering & Information Technology, RYK

Institute of Business Administration

Course Outline

Introduction to Entrepreneurship

MSCI-2113 Introduction to Entrepreneurship (2 Credit Hours)

Course Introduction

The course puts a strong emphasis on the development of a real world, workable, implementable business plan that applies the proper methods, techniques and skills needed for successfully developing and growing a new venture. While some theory will be explored, the major thrust of this course will be to ensure that the primary product of the course, the Business Plan, and other assignments which have immediate and real world application. This subject is designed to introduce you to the broad definition of the diverse topic of entrepreneurship and to give you an overview of the field. This course will cover the entrepreneurial perspective, idea generation and opportunity, from opportunity to the business plan, from the business plan to funding the venture, from funding the venture to launching, growing, and ending the new venture. Students will be able to develop their business ideas in the form of business plan ready to execute.

Learning Outcomes

1. Develop an idea for a new venture;
2. Research its potential and understand the risks associated;
3. Undertake marketing, positioning, and customer development;
4. Prepare an analysis of the financial requirements and build a financial strategy for the new venture, including incremental appreciation of the equity base;
5. Plan for the execution and management of all the relevant functional areas of new venture including operations, supply chain, information systems, and human resources etc.
6. Identify and prepare legal documents, IP policy, contracts, etc. and
7. Develop a comprehensive business plan for their venture;

Overall Grading Policy

Assessment Items	Percentage
Sessional	25%
Midterm Exam	25%
Final Exam	50%
Total	100%

Reference Books:

- Entrepreneurship by Robert Hisrich, Michael Peters and Dean Shepherd (9th Edition)
- Entrepreneurship – Theory Process Practice by Donald F. Koratko (South Western – Cengage Learning) (9th Edition)

Administrative Instructions

- . According to institute policy, 75% attendance is mandatory to appear in the final examination.
- . In any case, there will be no retake of (scheduled/surprise) quizzes.
- . For queries, kindly follow the office hours in order to avoid any inconvenience

LMS Usage

Students are required to visit LMS Course portal regularly for latest course information, important notifications regarding lectures, Quizzes, homework/assignments etc.

Lecture Breakdown

Week	Topics	Activity
Week 1	Entrepreneurship and the Entrepreneurial Mind Set • Definitions • How Entrepreneurs Think • Intention to act entrepreneurially • Entrepreneur background and characteristics • Role models and support systems • Difference between entrepreneur and manager	
Week 2	Corporate Entrepreneurship • Managerial vs entrepreneurial decision making • Entrepreneurs • Establishing corporate entrepreneurship in the organization	Assignment 1
Week 3	Entrepreneurial strategy: Generating and Exploiting New entry Opportunities • New entry • Generation of a new entry opportunity • Entry strategy for new entry exploitation • Risk reduction strategy	Quiz 1
Week 4	Creativity and Business Idea • Trends • Sources of new ideas • Methods of generating ideas • Creative problem solving • Creativity and entrepreneurship • Innovation • Opportunity recognition • E-commerce and business start up	
Week 5	The Business Plan: Creating and Starting the venture • Planning as part of the business operation • What is business plan	Assign Project

	• Who should write a plan • Scope and value of business plan • How do potential lenders and investors evaluate the plan? • Writing the business plan • Why some business plans fail	
Week 6	Marketing Plan • Industry analysis • Marketing research for the new venture • The marketing mix • Steps in preparing the marketing plan • Preparing the marketing plan	
Week 7&8	The organizational and financial plan • Legal forms of business • Tax attributes of forms of business • Building the management team • Operating and capital budgets • Forecasting sales • Pro forma income statement • Pro forma cash flow statement • Pro forma balance sheet • Breakeven analysis	
Week 9	Mid Term Examination	
Week 10	Sources of capital • An overview • Personal funds • Family and friends • Commercial banks • Role of government agencies in small business financing • Research and development limited partnership • Government grants • Private placement • Bootstrap financing	
Week 11&12	Informal Risk Capital, Venture Capital, and Going Public • Financing the business • Informal risk capital market • Venture capital • Valuing your company • Deal structure • Going public • Timing of going public and underwriter selection • Registration statement and timetable • Legal issues and blue-sky qualification • After going public	Assignment 2
Week 13	Strategies for Growth • Growth strategies • Implications of growth for the firm • Overseeing pressure on exiting HR, management of employees and entrepreneurs time and financial resources • Implications of firm growth	

Week 14	Accessing resources for growth from external sources • Using external parties to help grow a business • Joint Venture • Acquisition • Mergers • Franchising • Investing in franchise	
Week 15	Succession planning and strategies for harvesting and ending the venture • Exit strategy • Succession of business • Options for selling the business • Bankruptcy laws • Strategy during reorganization • Keeping the venture going • Reality of failure • Business turnarounds	Quiz 2
Week 16	• Presentation of Business Plans & Projects	
Week 17	Final Term Examination	