

Entrepreneurship					
Credit Hours:	3	Course Code:	MSCI-3111	Prerequisites:	None
Course Learning Outcomes (CLOs):					
At the end of the course, the students will be able to:				Domain	BT Level*
1. develop an idea for a new venture;				C	2
2. research its potential and understand the risks associated;				C	2
3. undertake marketing, positioning, customer development and analysis of the financial requirements				C	3
4. 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.				C	4
5. develop a comprehensive business plan for their venture				C	5
* BT= Bloom's Taxonomy, C=Cognitive Domain, P=Psychomotor Domain, A=Affective Domain					
Course Contents:					
Entrepreneurship: an evolving concept, understanding strategic issues in business plan development, understanding strategic issues in business plan development, understanding the entrepreneurial perspective in individuals, entrepreneurial perspective in organizations – corporate entrepreneurship Social entrepreneurship and the ethical challenges of entrepreneurship, innovation: the creative pursuit of ideas, pathways to entrepreneurial ventures, legal challenges for entrepreneurial ventures, sources of capital for entrepreneurial ventures, assessment of entrepreneurial plan, marketing challenges for entrepreneurial ventures, financial preparation for entrepreneurial ventures, developing an effective business plan, strategic entrepreneurial growth, valuation of entrepreneurial ventures, harvesting the entrepreneurial venture					
Teaching Methodology:					
Lectures, Written Assignments, Practical labs, Semester Project, Presentations.					
Course Assessment:					
Mid Term Exam, Home Assignments, Quizzes, Project, Presentations, Final Exam.					
Reference Material:					
1. Entrepreneurship – Theory Process Practice by Donald F. Koratko, CengageLearning, 10 th Edition, 2016; ISBN-10-1305576241					