

Course Title	Entrepreneurship and Venture Creation			Course Code	BST 41482		
Year	4	Semester	1	Credits	02	Theory (hr)	15
						Practical (hr)	30
						Independent Learning (hr)	

Aim of the Course:

To provide the background knowledge on concepts of entrepreneurship to facilitate creating and managing a new venture

Intended Learning Outcomes:

After completion of this course, the learner should be able to:

- Explain the key terms and concepts associated with entrepreneurship.
- Recognize the opportunities to start up a business.
- Transform creative ideas into commercial opportunities.
- Develop a business plan for a “business start-up”.
- Interpret the stages of a new venture creation process.

Course Capsule:

Theory
Introduction: Definitions, entrepreneurship and economic development, evolution of Entrepreneurship; Entrepreneurial Mindset: Entrepreneurial individual, Entrepreneurial traits and characteristics, Classification of entrepreneurs, Myths, Tools for entrepreneurs, Entrepreneurship and innovation; Opportunity and opportunity recognition process; Environment analysis, Sustainable competitive advantage, Five forces model; Innovation management; Innovation, Types of innovations, Sources of innovations, Creativity, Developing creativity; Feasibility analysis; Business concept, Market analysis, Product / Service development plan, Financial analysis; Venture planning; Marketing plan, Organizational plan, Finance plan, Risks; Formation of business: Forms of businesses, Process of business registration, Legal environment; Corporate Entrepreneurship: Importance, policies and priorities in corporate entrepreneurship

Practical
Visiting entrepreneurships: Single proprietorships, partnerships, companies: Developing entrepreneurship profiles; Project (going-on): Developing creative ideas, converting the ideas to commercial opportunities, Market research, Innovation and identifying business opportunities, Developing business plans, Feasibility studies; Directing to establish business start-ups

Assessment:

Continuous assessment: 30%
 End semester assessment: 70%