Course Code 300.2	Entrepreneurship	Credit Hours: 00

Course Objectives:
This course gives students an overview to understand and develop a novel business idea, One can create a simple compelling business model and will learn how to gain sustainable / transient competitive advantage as innovator and how to finance entrepreneurial ventures. This Course will facilitate the creation of value for customers and investors, and getting independence in the career. It also focus on assessment of risks, and solving challenges with diversified solutions. This course facilitate an introduction to the fundamentals of entrepreneurship.

Learning Outcomes:
In this course the Students will be able to:
- Understand fundamental concepts, theories, and practices available in the field of entrepreneurship.
- Able to develop the new venture creation process, with an inclusion of activities, challenges, and opportunities.

Course Contents:
- Introduction to Entrepreneurship, Perspectives, Benefits and Drawbacks. Types of Entrepreneur. Cultural Diversity and Entrepreneurship. Contexts of entrepreneurial activity.
- Characteristics of Entrepreneur: Creativity, Professionalism, Risk-taking, Planning etc.
- Entrepreneurial functions, Managerial Functions: Planning, Organizing, Staffing, Directing, Controlling.
- Generating Ideas, Creativity and Innovation, Conceptual framework and Techniques.
- Feasibility Analysis: Product, Service, Marketing, Financial.
- Development of Business Plan, Business models, Guidelines, General Categories.
- Marketing of Business, Strategies for Marketing. Creating Values for Customers.
- Strategic Management Process, Steps of Strategic Management Process.
- Leadership and Social Entrepreneurship.
- Intrapreneurs, History of Intrapreneurship, Benefits of Intrapreneurship, Characteristics of an Intrapreneur. Comparison of Managers, Intrapreneurs and Entrepreneurs.
- Ethical and Legal issues for Permits and Licensing. Intellectual Property Rights.
- Finance and Funding, Sources of Personal financing, Debit and Equity Financing. Franchising.
- The Process of Growth, Reasons, Strategies, Readiness, and Challenges of Entrepreneurship.

Suggested Readings:

1. Entrepreneur: What It Means to Be One and How to Get Started". December 2022.
2. Martiarena, A. (2013). What's so entrepreneurial about intrapreneurs? *Small Business Economics, 40*(1), 27-39. doi:10.1007/s11187-011-9348-1
3. *Mason, C., & Brown, R. (2014).* Entrepreneurial ecosystems and growth oriented entrepreneurship. *Retrieved from The Hague, Netherlands: http://www.oecd.org/cfe/leed/entrepreneurial-ecosystems.pdf* Matthews, C. H., & Brueggemann, R. (2015). *Innovation and entrepreneurship: A competency framework*. New York: Routledge.
4. Matzler, K., Veider, V., & Kathan, W. (2015). Adapting to the sharing economy. *MIT Sloan Management Review, 56*(2), 71-77.
5. Carree, M. A., Thurik, A. R. "The impact of entrepreneurship on economic growth" In: Audretsch, D. B., Acs, Z. J. (eds). *Handbook of Entrepreneurship Research*. Berlin: Springer Verlag, 2010.

Supplementary Readings:

1. Recognizing Opportunities and Generating Ideas
2. Recognizing Opportunities and Generating Ideas
3. Osterwalder, Y. Pigneur, Business Model Generation, Hoboken, 2010
4. Osterwalder, Y. Peigneur, Value Proposition Design, 2015
5. Osterwalder et al., Testing Business Ideas, 2020 J. Kalbach, Mapping Experiences, 2016
6. W. Chan Kim and Renée Mauborgne, Blue Ocean Strategy, Boston, 2005
7. Paul D. Kimmel, Jerry J. Weygandt, Donald E. Kieso, Financial accounting : tools for business decision making, 2004
8. J. Liedtka, T. Ogilvie, Designing for Growth: A Design Thinking Toolkit for Managers, 2011
9. G. Kawasaki titles – The Art of the Start / Reality Check (s.b.) R. McGrath, The end of competitive advantage, 2013
10. Todd Lombardo et al., Product Roadmaps, 2018