

ACADEMIC YEAR	2019-2020	SEMESTER	Fall 2019-2020
Course Code	MNGT 313	Course Title	Entrepreneurship
Credit hours	3	Level of study	Under graduate
College / Centre	COLLEGE OF BUSINESS ADMINISTRATION (COBA)	Department	MANAGEMENT
Co- & Pre-requisites			

1. COURSE OUTLINE

This course is an introductory course in Entrepreneurship and Innovation. The course aims to expose students to business venturing and entrepreneurial activity. The students would apply knowledge and skills acquired during the course by developing and evaluating their own business ideas. To provide the students with the market skills, it is a requirement for the students to attend and complete successfully Coursera course from the listed courses.

2. AIMS

This course aims at the following:

1. Develop a dynamic mindset to understand the process of entrepreneurship and business venturing and associated risk and rewards.
2. Develop an appreciation of entrepreneurship and innovation on local and global economies.
3. Develop a clear understanding of a business plan structure and its role in the startup of a new business venture.
4. Develop a clear understanding of business models and how to create them.
5. Recognize, engage and interact with entrepreneurs within the local community.

3. LEARNING OUTCOMES, TEACHING, LEARNING and ASSESSMENT METHODS (Indicative)

Learning Outcomes (Definitive)	Teaching and Learning methods (Indicative)	Assessment (Indicative)
1. Develop some basic skills, understanding and appreciation of entrepreneurship and business venturing.	Theoretical: Lectures, PowerPoint, Case studies both visual and written, group based tasks Practical: Field trips to existing newly established businesses Guest speakers from Business world.	Sit-in assessment (Quiz)
2. Develop a clear appreciation of innovation and entrepreneurship and their impact on the economy.	Theoretical: Lectures, PowerPoint, Case studies both visual and written, group based tasks Practical Field trips to existing newly established businesses Guest speakers from Business world.	Sit-in assessment (Quiz)

3. Identify the support systems available to new business ventures	<p>Theoretical: Lectures, PowerPoint, Case studies both visual and written, group based tasks</p> <p>Practical: Field trips to existing newly established businesses Guest speakers from Business world.</p>	Sit-in assessment (Quiz) Case Study
4. Articulate and write up a basic Business Plan	<p>Theoretical: Lectures, PowerPoint, Case studies both visual and written, group based tasks</p> <p>Practical: Field trips to existing newly established businesses Guest speakers from Business world.</p>	Business Idea / discussion Business Plan Project
5. Appreciate the benefits and risks involved in starting up a new business	<p>Theoretical: Lectures, PowerPoint, Case studies both visual and written, group based tasks</p> <p>Practical: Field trips to existing newly established businesses Guest speakers from Business world.</p>	Business Idea / discussion Business Plan Project
6. Apply knowledge acquired to compete with new business ideas in various competition and award programs	<p>Theoretical: Lectures, PowerPoint, Case studies both visual and written, group based tasks</p> <p>Practical: Field trips to existing newly established businesses Guest speakers from Business world.</p>	Business Idea / discussion Business Plan Project

4. ASSESSMENT WEIGHTING	
Assessment	Percentage of final mark (%)
Business Idea/Discussion	15%
Case Study	15%
Business Plan	
Write up	40%
Presentation	30%
Complete successfully Coursera course from the listed courses	
Total	100%

5. ACHIEVING A PASS

Students will achieve 4 credit hours for this course by passing a **minimum overall score of 50 %**.

6. COURSE CONTENT		
WEEK	LECTURE TOPICS (From Textbook)	TIME (HOURS)
1	Introduction to Entrepreneurship	3
2	Innovation & Creativity	3
3	Recognizing Opportunities and Generating Ideas	4
4	Feasibility Analysis Developing an Effective Business Model	4
5	Understanding the Ecosystem and starting a business	4
6	Writing a Business Plan - Marketing Plan	4
7	Business Plan - Human Resources and Management Plan	4
8	Business Plan - Operations Plan	4
9	Guest Speaker / Workshops	4
10	Business Plan - Capital and Financial Plan	4
11	Business Plan - Capital and Financial Plan	4
12	Guest Speaker / Workshops	4
13	Group final Business plan presentation	4
14	Group final Business plan presentation	4
15	Group final Business plan presentation	4
16	FINAL EXAM	
	TOTAL HOURS	60
	Plus recommended independent Study Hours	36
1 - 16	TOTAL COURSE HOURS	96

7. RECOMMENDED READING

Core texts:

Bruce R. Barringer and R. Duane Ireland, Entrepreneurship: successfully Launching New ventures, Pearson, Fifth Edition, 2015.
ISBN-10: 0133797198; ISBN-13: 978-0133797190

Recommended

Stephen Spinally, Jr. and Robert Adams, New Venture Creation, Entrepreneurship for the 21st Century, McGraw-Hill International Edition, 2012

Essentials of Entrepreneurship and Small Business Management, Global Edition, 7/E
Norman Scarborough
ISBN-10: 0273787128 • ISBN-13: 9780273787129
©2014 • Pearson • Paper, 720 pp.

Magazines: Entrepreneur Magazine; Inc. Magazine

Books: Good to Great by Jim Collins; The E-Myth by Michael E. Gerber; Think and Grow Rich by Napoleon Hill; How to Win Friends and Influence People by Dale Carnegie; Rich Dad Poor Dad by Robert Kiyosaki; The World is Flat by Thomas Friedman. (The books listed are the top books recommended by hundreds of entrepreneurs interviewed for the book series A Cup of Cappuccino for the Entrepreneur's Spirit by Jeretta Horn Nord).

I would also encourage Students to regularly start reading business publications or good newspapers, such as Bloomberg Business Week, the Financial Times, and the Wall Street Journal to familiarize themselves with the business and policy relevance of microeconomics
Websites: www.sme.ae; www.entrepreneur.com;