



Course Descriptor MNGT590–Entrepreneurship

Proposed Academic Year	2021-2022	Last Reviewed Academic Year	2020-2021
Course Code	MNGT590	Course Title	Entrepreneurship: Theory and Practice
Credit hours	3	Level of study	Postgraduate
College / Centre	College of Business Administration	Department	MNGT-MBA
Co-requisites	None	Pre-requisites	None

1. COURSE OUTLINE

This course is designed to develop students' ability to understand the main elements of entrepreneurship from both theory and practice aspects. The main topics in this course include but not limited to the characteristics of the entrepreneur, creativity and innovation, motivation and leadership, business plan and feasibility analysis, retaining and developing entrepreneurship, team-Building and Intrapreneurship.

2. AIMS

This course aims to develop a knowledge and understanding of the concepts of entrepreneurship by focusing on:

- Theoretical and practical aspects of entrepreneurial process.
- Understanding the characteristics, behaviour and skills of entrepreneurs.
- The importance of leadership, entrepreneurship and innovation.
- Develop a business model for a new venture.
- Develop a business plan and conduct a feasibility study.
- Understanding the process of managing a start up, retaining and developing an enterprise.

3. LEARNING OUTCOMES, TEACHING, LEARNING and ASSESSMENT METHODS

Learning Outcomes (Definitive)	Teaching and Learning methods (Indicative)	Assessment (Indicative)
Upon successful completion of this course, students will be able to:		
1. Critically analyse the entrepreneurial process and its implications.	Lectures and seminars, Group work, Presentations	Class Presentation, Written Examination, Case Study, Assignments
2. Develop a business idea through feasibility analysis and develop a business plan for a start-up enterprise.	Lectures and seminars, Group work, Presentations	Class Presentation, Written Examination, Case Study, Assignments
3. Critically evaluate the differences between entrepreneurial and traditional management	Lectures and seminars, Group work, Presentations	Class Presentation, Written Examination, Case Study, Assignments
4. Develop entrepreneurial,	Lectures and seminars,	Class Presentation,



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innovation and leadership skills.	Group work, Presentations	Written Examination, Case Study, Assignments
5. Understanding the entrepreneurial characteristics and behaviours		

4. ASSESSMENT WEIGHTING

Assessment	Percentage of final mark (%)
Midterm Examination	20
Case Study Assignment/Presentation	45
Final Exam	35
TOTAL	100%

5. ACHIEVING A PASS

6. COURSE CONTENT (Indicative)

WEEK	LECTURE TOPIC	TIME (HOURS)
1	An Overview of Entrepreneurship	3
2	The Role of Entrepreneurship in the Economy and Society	3
3	The Nature, Characteristics and Behavior of the Entrepreneur	3
4	Entrepreneurship, Creativity and Innovation	3
5	Entrepreneurship, Motivation and Leadership	3
	Mid Term Exam	
6	Team-Building and Conflict Resolution	3
7	Generating New Start-up and Venture Ideas	3
8	Feasibility Analysis	3
9	Business Model and Business plan	3
	Case/Assignment	
11	Entrepreneurial Finance	3
12	Entrepreneurial Strategy	3
13	Retaining and Developing Entrepreneurship as Venture Grows	3
14	Intrapreneurship: Developing Entrepreneurship in large organizations	3
15		3



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	Revision	
16	Final Exam	
	TOTAL HOURS	45
1 - 15	Plus RECOMMENDED INDEPENDENT STUDY HOURS	45
	TOTAL COURSE HOURS	90

Students will achieve **03** credit hours for this course by passing **ALL** of the course assessments and achieving a **minimum overall score of 100%**

7. RECOMMENDED READING

Core text/s:

Barringer, B. & Ireland, D. (2011). Entrepreneurship: Successfully Launching New Ventures. Prentice Hall.

Secondary/Additional Tests:

Burns, P. (2011) Entrepreneurship & Small Business. Palgrave: Basingstoke

Kirby, D. (2003) Entrepreneurship. MacGraw Hill.

Wickham, P. (2006) Strategic Entrepreneurship: A decision making approach to new venture creation. Prentice Hall.

Library + online resources:

ASU library

ASU online resources (ProQuest and ebrary)

Sultan Qaboos University Library (by agreement)