



Course Descriptor
PROA3002 Profitable Business

Proposed Academic Year	2020-2021	Last Reviewed Academic Year	2019-2020
Course Code	PROA3002	Course Title	Profitable Business
Credit hours	6	Level of study	Undergraduate – Year Three
College / Centre	COBA	Department	Team Entrepreneurship
Co-requisites	None	Pre-requisites	MNGT101

1. COURSE OUTLINE

This course addresses the different outcomes of building a business: Profitable ($TR - TC$) = positive number, if negative then it's a loss, and if equals zero, then it's a break even. Long term profitable business is also addressed in the case of perfect competition. Goals of entrepreneurs may differ: profit maximization or constrained profits. A business Plan, along with pro forma Balance Sheet, Income statement and cash flow are addresses. Finance of the business also explored.

2. AIMS

The principle aims for Team Entrepreneurship are:

- Going through the theory of profit maximization for a business. How to maintain the profitability is addressed using economic models. Developing their own projects is the aim after exploring financing within the Omani economic environment

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. Draft feasibility study	Financial Feasibility Study	Literature review
2. Draft Business Plan	Business Plan	Presentation
3. Project is conceptualized	Dialogue	Presentation

4. ASSESSMENT WEIGHTING

Assessment	Percentage of final mark (%)
Feasibility study	30
Business Plan	50
Essay	20
TOTAL	100%

5. ACHIEVING A PASS



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Students will achieve **6** credit hours for this course by passing all of the course assessments and achieving a **minimum overall score of 50%**

NB *Ensure that ALL learning outcomes are taken into account

6. COURSE CONTENT (Indicative)

- Dialogue: defining Feasibility Study and its crucial usefulness
- Dialogue: further discussion of Feasibility Study
- Dialogue: defining Business Plan
- Dialogue: further discussion of Business Plan
- Dialogue: Analysis of both Feasibility Study and Business Plan
- Dialogue: Futher analysis of both Feasibility Study and Business Plan
- Dialogue: Selection of leadership, HR Manager, and Financial Manager
- Dialogue
- Dialogue: Cash flow and Budgeting for the new venture
- Dialogue: Drafting the Business Plan and pro form cash flow and Budget
- Dialogue: Analyzing the Business Plan
- Dialogue: Finalizing the Business Plan
- Dialogue: feedback by individual to coaching staff
- Dialogue: Team Feedback to Coach as a team
- Dialogue: Final discussion

TOTAL HOURS	96
Plus RECOMMENDED INDEPENDENT STUDY HOURS	96
TOTAL COURSE HOURS	192

7. RECOMMENDED REFERENCES

Core text/s:

Veechi Curtis(2020) Planning a Profitable Business Essentials, Wiley , ISBN- 10:0730384918

Library + online resources:

Open Educational Resources:

<https://open.umn.edu/opentextbooks/textbooks/launch-advertising-and-promotion-in-real-time>



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