

University of the Punjab, Lahore

Hailey College of Banking & Finance

Course Outline

(Core Course / Auxiliary Course /Special Course)

Program	BBA	Course Instructor	
Years/Semester		Email	
Name of the Course	Entrepreneurial Management		
Course No.	BHBF430		
Credit Hours	3		
Prerequisites	N/A		
Follow Up	--		
Category	Core Course		
Course Description	This course will provide complete and relevant knowledge about Entrepreneurship and its importance for person, society and economy. It will cover the concepts like: entrepreneurial personality and traits, creativity and innovation, business plans, marketing and financial aspects of entrepreneurial ventures, and importance of human, financial and psychological capitals for small and large scale entrepreneurial ventures.		
Learning Objectives	This course will enable students to understand the prospect to become self-employed and also to become able to generate employment. The main emphasis will be on ability to develop effective business plan and be able to execute such plans.		
Syllabus Before Mid-Term Examinations			
WEEK 01	Foundations of entrepreneurship; Entrepreneurial traits; Entrepreneurial profile; Advantages and disadvantages of entrepreneurship for person, society and economy.		
WEEK 02	Corporate entrepreneurs; Entrepreneurs vs. intrapreneurs, Cultural diversity of entrepreneurship, Successful and unsuccessful entrepreneurs, Entrepreneurial mistakes and failure, Myths about entrepreneurship. Assignment 1 (Importance of Entrepreneurship for Pakistan)		
WEEK 03	Ideas to Reality - Concepts related to creativity; Innovation and Entrepreneurship; The creative process and ways to enhance creativity. (Case studies of Prominent Pakistani Entrepreneurs)		
WEEK 04	Stress and its causes. How to deal with the dark side of entrepreneurship; Models of entrepreneurial motivation. (Quiz 1)		
WEEK 05	Building a powerful Entrepreneurial plan; Importance of crafting a Winning Business Plan; Pitfalls to avoid in planning; Important elements of an entrepreneurial plan.		

WEEK 06	Marketing and Feasibility plan outline. Marketing plan; Integrated marketing communications and pricing strategies. Assignment (Development of a Business Plan).					
WEEK 07	Financial considerations and search for an entrepreneurial capital; Sources of financing.					
WEEK 08	Discussion on Business Plans (Assignment 1); Revision; Mid-term exam.					
Syllabus After Mid-Term Examinations						
WEEK 09	Business Location; Importance of suitable location; Choosing the right location and layout for entrepreneurial businesses.					
WEEK 10	Forms of business ownership; Buying an existing business; Franchising and entrepreneurship.					
WEEK 11	E-Commerce and entrepreneur; Selling on web and through mobile technologies; Myths of e-commerce. (Case studies of E-commerce entrepreneurial ventures)					
WEEK 12	What really matters in becoming a successful entrepreneur. (Quiz 2)					
WEEK 13	Global aspects of entrepreneurship; Conversion from local to international organizations; Strategies for going global; International trade agreements.					
WEEK 14	Strategic perspectives of entrepreneurship; Leading the enterprise; Building competitive entrepreneurial teams. (Discussion on business plans of students)					
WEEK 15	Leadership styles and change management; Psychological capital and entrepreneurship. (Assignment Submission)					
WEEK 16	Project Viva; Revision of the course					
Text Books	<ul style="list-style-type: none"> • Zimmerer, T. and Scarborough, N. M.. <i>Essentials of entrepreneurship and small business management</i>. PHI Learning. • Kuratko, D. F. and T.V.Rao. <i>Entrepreneurship: A South Asian Perspective</i>. CENGAGE Learning. Baron, R. A.. <i>Essentials of entrepreneurship: evidence and practice</i> . Edward Elgar Publishing.					
Reference Material	Will be provided					
Instructional Aids/Resources	<ul style="list-style-type: none"> • Smart Projector • Video Lectures • Online Case Study Database Access (Harvard) • Turnitin 					
Teaching strategies	Participatory lectures, assignments, workshop sessions, presentations, term papers					
Assessment	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%;">Marks in %</td> <td style="width: 25%;">Sessional</td> <td style="width: 25%;">Mid</td> <td style="width: 25%;">Final</td> <td style="width: 20%;">Total 100%</td> </tr> </table>	Marks in %	Sessional	Mid	Final	Total 100%
Marks in %	Sessional	Mid	Final	Total 100%		

	Criteria	25	35	40	100	
Governing Rules	<ul style="list-style-type: none"> There will be a closed-book mid-term exam (minimum duration 1 hour) and final-term exam (minimum duration 1.5 hours) in which material from lectures, assigned readings/handouts, and the textbook will be covered. The exams will test your understanding of the course material and your ability to apply the concepts learned. Prior Preparation, Regular Attendance, and Professional Participation in all classes is expected and rewarded. Come to the Class prepared to lead the class discussion for analytical interpretations, alternative strategies, and persuasive solutions. 					
Attendance Requirements	<ul style="list-style-type: none"> Students failing to maintain a minimum attendance of 75% will not be allowed to sit in Exams <p>It is strongly recommended that students attend every class session.</p>					
Classroom Behavior	<p>In class all cell phones must be turned off or set on "silent mode." During lectures use of mobile phone or other gadgets without the permission of instructor is not allowed</p>					
Honesty Policy	<p>A Participant found in cheating on any exam/ assignment/ project will receive no credit (i.e. no grade) for that exam/ assignment/ project</p>					