

**Institute of Administrative Sciences**  
**Faculty of Business, Economics, and Administrative Sciences**  
**University of the Punjab, Lahore**  
**Course Outline**



<b>Programme</b>	BS Management	<b>Course Code</b>	<b>MGT-405</b>	<b>Credit Hours</b>	3
<b>Course Title</b>	<b>Innovation and Business Venturing</b>				
<b>Course Introduction</b>					
<p>This course is intended to provide students with the knowledge and skills required to launch and grow innovative business ventures and elaborate the vital role played by entrepreneurs in the local and global economy. To achieve this, this course focuses on the requisite skills and tools necessary for creation of new and innovative ventures, the skills necessary for success in an entrepreneurial venture, and factors associated with new venture success.</p>					
<b>Learning Outcomes</b>					
<p>On the completion of the course, the students will:</p> <ol style="list-style-type: none"> <li>1. Understand the context, concepts, theories and process of entrepreneurship</li> <li>2. Develop entrepreneurial opportunities &amp; recognize the entrepreneurial potential within themselves, whether they want to start your own business or act as an entrepreneur within an existing organization</li> <li>3. Identify entrepreneurial opportunities and assess these opportunities</li> <li>4. Research and determine the viability or feasibility of new business concepts</li> <li>5. Understand how to turn a new business concept into a sustainable business venture</li> <li>6. Appreciate that there are various types of entrepreneurs, such as social entrepreneurs, sustainable entrepreneurs, and entrepreneurial families</li> <li>7. Be able to equip themselves for the knowledge of launching an innovative startup</li> <li>8. Be able to get the necessary help for the launch from business incubators</li> <li>9. Be able target the business angels and venture capital firms for funding</li> <li>10. Understand the growth hacking techniques required to accelerate the growth of an innovative startup.</li> </ol>					
<b>Course Content</b>				<b>Assignments/Readings</b>	
<b>Week 1</b>	<b>Unit-I Innovation and Business Venturing</b> 1.1 Introduction 1.2 What Is Entrepreneurship and Why Is It Important? 1.3 Why Do People Become Entrepreneurs? 1.3.1 Be their own boss 1.3.2 Pursue their own ideas 1.3.3 Pursue financial rewards			Chapter 1	
	<b>Unit-II What makes a good Entrepreneur</b> 2.1 Characteristics of successful entrepreneurs 2.2. common myths about entrepreneurs 2.3 Types of startup firms 2.4 Changing demographics of entrepreneurs 2.5. The Positive Effects of Entrepreneurship and Entrepreneurial Firms			Chapter 1	

Week 2	<b>Unit-III: Recognizing opportunities/generating ideas</b> 3.1 The Differences b/w Opportunities and Ideas 3.2 Three Ways to Identify Opportunities	Chapter 2
	<b>Unit-IV: Idea generation tools and techniques</b>	Chapter 2
Week 3	<b>Unit V: Feasibility Analysis</b> 5.1 Product/Service feasibility 5.2 Industry/Market feasibility	Chapter 3
	<b>Unit VI: Feasibility Analysis (Cont'd.)</b> 6.1 Organizational feasibility 6.2 Financial feasibility	Chapter 3
Week 4	<b>Unit VII: Developing a business model</b> 7.1. Traditional versus disruptive business models	Chapter 4
	<b>Unit VIII: Business Models (Cont'd)</b> 8.1 Business model template	Chapter 4
Week 5	<b>Unit IX: Industry and Competitors Analysis</b> 9.1 Industry analysis 9.2. The five forces model	Chapter 5
	<b>Unit X: Industry and Competitors Analysis (Cont'd)</b> a. Competitors' analysis Competitive intelligence	Chapter 5
Week 6	<b>Unit XI: Writing a Business Plan</b> 11.1 Who Reads the Business Plan—and What Are They Looking For?  11.2 Guidelines for writing effective business plans	Chapter 6
	<b>Unit XII: Business Plan (Cont'd)</b> 12.1 Outline and structure of business plan 12.2 Red flags in a business plan	Chapter 6
Week 7	<b>Unit XIII: Preparing the Proper Ethical and Legal Foundation</b>  13.1. Establishing a Strong Ethical Culture for a Firm 13.2. Dealing Effectively with Legal Issues	Chapter 7
	<b>Unit XIV: Law and Ethics for innovative business ventures</b> 14.1 Obtaining Business Licenses and Permits 14.2 Choosing a Form of Business Organization	Chapter 7
Week 8	<b>Unit XV: Financial strength and viability</b> 15.1 Financial objectives of new ventures 15.2. financial management of new ventures	Chapter 8
	<b>Unit XVI: Forecasts</b> 16.1. Forecasts and proforma financial statements	Chapter 8
Week 9	<b>Unit XVII: Building the team</b> 17.1. creating a new venture team 17.2. effective team management	Chapter 9

	<b>Unit XVIII: Team as an asset</b> 18.1 Professional advisors 18.2. Other professionals	Chapter 9
<b>Week 10</b>	<b>Unit XIX: Funding and Financing</b> 19.1. Importance of funding 19.2. Why most new ventures need funding?	Chapter 10
	<b>Unit XX: Funding and financing (Cont'd)</b> 20.1 preparing to raise debt or equity 20.2. Equity dilution 20.3. Business angels, venture capital firms and IPO	Chapter 10
<b>Week 11</b>	<b>Unit XXI: Unique Marketing Issues</b> 21.1. Selecting a market and position 21.2. Branding	Chapter 11
	<b>Unit XXII: 4 P's for new ventures</b> 22.1 Sales process and other issues	Chapter 11
<b>Week 12</b>	<b>Unit XXIII: The Importance of Intellectual Property</b>	Chapter 12
	<b>Unit XXIV: Patents, Trademarks, Copyrights</b>	Chapter 12
<b>Week 13</b>	<b>Unit XXV: Preparing for growth</b> 25.1. Challenges of growth 25.2. Reasons of growth	Chapter 13
	<b>Unit XXVI: Managing and sustaining the growth</b>	Chapter 13
<b>Week 14</b>	<b>Unit XXVII: Strategies for growth</b> 27.1. Internal growth strategies 27.2. Growth hacking	Chapter 14
	<b>Unit XXVIII: Strategies for growth</b> 28.1 External growth strategies	Chapter 14
<b>Week 15</b>	<b>Unit XXIX: Franchising</b>	Chapter 15
	<b>Unit XXX: Franchising as a business model</b>	Chapter 15
<b>Week 16</b>	<b>Unit XXXI: Licensing</b>	Chapter 16
	<b>Unit XXXII: Using technology for growth</b>	Chapter 16

### **Textbooks and Reading Material**

#### **Textbooks**

- Barringer, B. R., & Ireland, R. D. (2019). Entrepreneurship: Successfully Launching New Ventures (6th Edition). Pearson Higher Ed.

#### **Suggested Readings**

- Norman, M. S. (2019). Essentials of Entrepreneurship and Small Business Management. Prentice Hall.
- Reed, M. M., & Brunson, R. R. (2021). Case Studies in Entrepreneurship. Edward Elgar Publishing.

- Wang, J., Kosaka, M., Xing, K., & Bai, H. (Eds.). (2020). Entrepreneurship in the Asia-Pacific: Case Studies. SpringerLink

### Teaching Learning Strategies

This course makes use of interactive teaching and learning strategies which engage students to promote critical and reflective thinking, research and evaluation skills that will help them become better learners and enhance their skill set. Students will use personal and social capability to collaboratively work with others in learning activities, appreciate their own strengths and abilities and those of their peers, enabling them to develop a range of interpersonal skills such as communication, negotiation, teamwork, leadership and an appreciation of diverse perspectives.

### Assignments: Types and Number with Calendar

Will be decided by the course instructor

### Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.