

HAILEY COLLEGE OF COMMERCE
UNIVERSITY OF THE PUNJAB, LAHORE

Course Title: **Entrepreneurship**
Proposed Course Code: BSC-212
Program: BS Commerce

Credit Hours: 03
Semester: 04

1.0 Introduction of the Course

This course on *Entrepreneurship* is designed to provide students with a comprehensive understanding of the entrepreneurial process, from identifying opportunities to launching and managing new ventures. The course covers the foundational concepts of entrepreneurship, including the traits and characteristics of successful entrepreneurs, the distinctions between entrepreneurs and intrapreneurs, and the cultural diversity in entrepreneurial practices. Students will explore creativity and innovation, the essential elements of crafting an effective business plan, and the marketing, financial, and legal challenges that entrepreneurial ventures face.

Throughout the course, students will engage in hands-on activities such as business plan development, financial budgeting, and market research, helping them apply theoretical knowledge to practical scenarios. The course also delves into specialized topics like social entrepreneurship, eco-entrepreneurship, and global entrepreneurship trends, preparing students to navigate the evolving landscape of business in the digital and global era. By the end of the course, students will be equipped with the tools and knowledge to turn their entrepreneurial ideas into successful ventures.

2.0 Pre-Requisites Course (s) or Other Requirements/Skills:

- Management
- Marketing
- Financial Management

3.0 The Course carries following objectives:

1. Provide complete and relevant knowledge about entrepreneurship and its importance for person, society and economy.
2. Enable students to understand the prospects to become self-employed and to be able to generate employment.
3. Prepare students to analyze business environment and risks and embark on opportunities.
4. Ability to develop effective business plans and be able to execute such plans.
5. Develop entrepreneurial personality and zeal among students.

4.0 Course Learning Outcomes

1. Students will be able to think entrepreneurially.
2. Students will be able to analyze business environment and risks associated with business endeavors.
3. This course will develop entrepreneurial skills among students like opportunities assessment, resilience, risk taking, resource allocation, innovation and creativity.
4. It will enable students to prepare and execute business plans.

5.0 Course

Contents:

Unit-I

Foundations of entrepreneurship; Importance of Entrepreneurship; Entrepreneurship around the Globe; Entrepreneurial traits; Entrepreneurial profile; Advantages and disadvantages of entrepreneurship.

Unit-II

Corporate entrepreneurs; Entrepreneurs vs. Intrapreneurs, Cultural diversity of entrepreneurship, Successful and unsuccessful entrepreneurs, Entrepreneurial mistakes and failure, Myths about entrepreneurship.

Unit-III

Entrepreneurial Opportunities; Opportunity Identification-The search for New Ideas; Entrepreneurial Imagination and Creativity; Relation between creativity and innovation; Ways to enhance creativity; The Pathways to New Ventures for Entrepreneurs

Unit-IV

Creating New Ventures; From idea generation to development of an entrepreneurial business plan; Importance of crafting an effective Business Plan; Pitfalls to avoid in planning; important elements of an entrepreneurial plan. Business plan outline; Marketing and Feasibility plan outline. Environmental Analysis.

Unit-V

Marketing Challenges for Entrepreneurial Ventures; The Marketing Concept for Entrepreneurs; Marketing Research; Marketing plan; integrated marketing communications and pricing strategies. Assignment. (Development of a Business Plan).

Unit-VI

Financial Preparation for Entrepreneurial Ventures; The Importance of Financial Information for Entrepreneurs; Financial considerations and Sources of Capital for Entrepreneurial Ventures; Debt Versus Equity; The Venture Capital Market; Informal Risk Capital: "Angel" Financing.

Unit-VII

Understanding the Key Financial Statements; Preparing Financial Budgets; Pro Forma Statements; Break-Even Analysis; Ratio Analysis;

Unit-VIII

Development of the complete Business Plan; Strategic Issues of Business Planning; Presentation of the Business Plan: The "Pitch

Unit-IX

Legal Challenges for Entrepreneurial Ventures; Intellectual Property Protection: Patents, Copyrights, and Trademarks; Business registration; Understanding Bankruptcy; Identifying Legal Structures for Entrepreneurial Ventures.

Unit-X

Identifying Legal Structures for Entrepreneurial Ventures: Sole Proprietorships; Partnerships; Corporation; Specific Forms of Partnerships and Corporations

Unit-XI

Forms of business ownership; Buying an existing business; Franchising and entrepreneurship. The hybrid model.

Unit-XII

Risks Associated with Entrepreneurial Activities; Fear of Failure and Bankruptcy; Entrepreneurial Risk Management.

Unit-XIII

Emerging Trends: The Internet and E-Commerce; E-Commerce and entrepreneur; Selling on web and through mobile technologies; Myths of e-commerce.

Unit-XIV

Global aspects of entrepreneurship; Conversion from local to international organizations; Strategic Issues for going global; Strategies for going global; Entrepreneurial Leadership in the New Millennium.

Unit-XV

Social entrepreneurship; Eco-entrepreneurship; Technopreneurs; Green venturing; Psychological capital and entrepreneurship; Models of entrepreneurial motivation. (Case Study) (Assignment Submission).

6.0 Teaching-Learning Strategies

- I. Lectures
- II. Discussions
- III. Case studies
- IV. Projects and Term Papers
- V. Reading Assignments
- VI. Classroom Presentations.

7.0 Assignments- Types and Number with calendar

- I. Personality Analysis and Entrepreneurial Traits Identification (after Unit I)
- II. Business Idea Development (after Unit III)
- III. Analysis of business environment of Pakistan (after unit IV)
- IV. Development of business plan (after unit VIII)

8.0 Assessment and Examinations: As per University Rules

9.0 Textbooks

1. Yousaf, U. and Usman, B. *Entrepreneurship: Concepts and Practice*. Doger Publishers

10. Suggested Readings

10.1 Books

- Kuratko, D. F. and Rao T.V. *Entrepreneurship: A South Asian Perspective*. CENGAGE Learning.
- Zimmerer, T. and Scarborough, N. M.. *Essentials of entrepreneurship and small business management*. PHI Learning.
- Baron, R. A.. *Essentials of entrepreneurship: evidence and practice*. Edward Elgar Publishing.

10.2 Journal Articles/ Reports

- Latest research papers on entrepreneurship and small businesses
- Latest reports of chambers of commerce and industries of Pakistan