

Name of the course	Entrepreneurship
Course Code	ENT-101
Semester	VII
Credit Hours	3
Prerequisite	-

Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand entrepreneurship concept as a whole. 2. Make the relation of entrepreneurship with economy 3. Explain the role and importance of the small and medium sized enterprises in the economy. 4. Explains the characteristics of small and medium sized enterprises. 5. Understands the sections of business plan. 6. Analyze the future and success of the entrepreneurial process.
Contents	<p>Unit-1 Entrepreneurship: An Evolving Concept</p> <ol style="list-style-type: none"> 1.1 Entrepreneurship–A perspective 1.2 Emerging Trends: The Internet and E-Commerce 1.3 Entrepreneurial Opportunities 1.4 The evolution of Entrepreneurship 1.5 The myths & approaches to entrepreneurship <p>Unit-2 Understanding Strategic Issues in Business Plan Development</p> <ol style="list-style-type: none"> 2.1 Comparative analysis entrepreneurship in other countries 2.2 Strategic Objectives 2.3 Competitor Analysis 2.4 STP Strategies 2.5 Marketing Mix Strategies <p>Unit-3 Understanding the Entrepreneurial Perspective in Individuals</p> <ol style="list-style-type: none"> 3.1 The Entrepreneurial Perspective 3.2 The Dark Side of Entrepreneurship 3.3 Entrepreneurial Motivation 3.4 Entrepreneurial Perspective in Organizations 3.5 Corporate Entrepreneurship 3.6 Social Entrepreneurship and the Ethical Challenges of Entrepreneurship <p>Unit-4 Innovation: The Creative Pursuit of Ideas</p> <ol style="list-style-type: none"> 4.1 Opportunity Identification: The search for New Ideas 4.2 Entrepreneurial Imagination and Creativity 4.3 The role of Creative Thinking 4.4 Arenas in Which People Are Creative 4.5 Innovation and the Entrepreneur 4.6 The Innovation Process <p>Unit-5 Pathways to Entrepreneurial Ventures</p> <ol style="list-style-type: none"> 5.1 The Pathways to New Ventures for Entrepreneurs 5.2 Creating New Ventures 5.3 Acquiring an Established Entrepreneurial Venture 5.4 Franchising: The Hybrid <p>Unit-6 Legal Challenges for Entrepreneurial Ventures</p> <ol style="list-style-type: none"> 6.1 Legal Challenges for the Entrepreneurial Venture 6.2 Intellectual Property Protection: Patents, Copyrights, and Trademarks

	6.3	Identifying Legal Structures for Entrepreneurial Ventures
	6.4	Sole Proprietorships
	6.5	Partnerships
	6.6	Corporations
	6.7	Specific Forms of Partnerships and Corporations
	6.8	Understanding Bankruptcy
Unit-7		Sources of Capital for Entrepreneurial Ventures
	7.1	The Entrepreneur's Search for Capital
	7.2	Debt Versus Equity
	7.3	The Venture Capital Market
	7.4	Informal Risk Capital: "Angel" Financing
Unit-8		Assessment of Entrepreneurial Plan
	8.1	The Challenge of New - Venture Start-Ups
	8.2	Pitfalls in Selecting New Ventures
	8.3	Critical Factors for New-Venture Development
	8.4	Why New Ventures Fail
	8.5	The Evaluation Process
Unit-9		Marketing Challenges for Entrepreneurial Ventures
	9.1	The Marketing Concept for Entrepreneurs
	9.2	Marketing Research
	9.3	Inhibitors to Marketing Research
	9.4	Internet Marketing
	9.5	Developing the Marketing Concept
	9.6	Developing a Marketing Plan
	9.7	Pricing Strategies
Unit-10		Financial Preparation for Entrepreneurial Ventures
	10.1	The Importance of Financial Information for Entrepreneurs
	10.2	Understanding the Key Financial Statements
	10.3	Preparing Financial Budgets
	10.4	Pro Forma Statements
	10.5	Capital Budgeting
	10.6	Break-Even Analysis
	10.7	Ratio Analysis
Unit-11		Developing an Effective Business Plan
	11.1	What is a Business Plan?
	11.2	Pitfalls to Avoid in Planning
	11.3	Benefits of a Business Plan
	11.4	Developing a Well - Conceived Business Plan
	11.5	Elements of a Business Plan
	11.6	Updating the Business Plan
	11.7	Presentation of the Business Plan: The "Pitch"
Unit-12		Strategic Entrepreneurial Growth
	12.1	The Nature of Strategic Planning in Emerging Firms
	12.2	Strategic Planning
	12.3	The Lack of Strategic Planning
	12.4	The Value of Strategic Planning

	<p>12.5 Managing Entrepreneurial Growth</p> <p>12.6 Venture Development Stages</p> <p>12.7 The Entrepreneurial Company in the Twenty-First Century</p> <p>12.8 Building the Adaptive Firm</p> <p>12.9 The Transition from an Entrepreneurial Style to a Managerial Approach</p> <p>12.10 Understanding the Growth Stage</p> <p>12.11 Unique Managerial Concerns of Growing Ventures</p> <p>12.12 The International Environment: Global Opportunities</p> <p>12.13 Achieving Entrepreneurial Leadership in the New Millennium</p> <p>Unit-13 Valuation of Entrepreneurial Ventures</p> <p>13.1 The Importance of Business Valuation</p> <p>13.2 Underlying Issues When Acquiring a Venture</p> <p>13.3 Due Diligence</p> <p>13.4 Analyzing the Business</p> <p>13.5 Establishing a Firm's Value</p> <p>13.6 Term Sheets in Venture Valuation</p> <p>13.7 Additional Factors in the Valuation Process</p> <p>Unit-14 Harvesting the Entrepreneurial Venture</p> <p>14.1 Harvesting the Venture: A Focus on the Future</p> <p>14.2 The Management Succession Strategy</p> <p>14.3 Key Factors in Succession</p>
Teaching & Learning Strategies	A combination of lecturing, presentations, and discussions will be used to conduct the course. Students will be expected to read extensively ahead of each class session and actively participate in discussions and practical work.
Assignment	Written assignment (10 marks), presentation (5 marks) and Quiz (10 marks)
Suggested Readings	<p>Hisrich, R. D. (1990). Entrepreneurship/intrapreneurship. <i>American psychologist</i>, 45(2), 209.</p> <p>Hisrich, R. D., Manimala, M. J., Peters, M. P., & Shepherd, D. A. (2013). <i>Entrepreneurship</i>. McGraw Hill.</p> <p>Kearney, C., Hisrich, R., & Roche, F. (2008). A conceptual model of public sector corporate entrepreneurship. <i>International Entrepreneurship and Management Journal</i>, 4(3), 295-313.</p> <p>Kuratko, D. F. (2016). <i>Entrepreneurship: Theory, process, and practice</i>. Cengage Learning.</p>

Assessment and Examinations

Sr. #	Elements		Details	Conducting Body
1	Midterm Assessment		Written test (at the mid-point of the semester)	College
2	Formative Assessment		Assignment, presentation and quiz	College

3	Final Assessment		Written test (at the end of the semester)	The University of Punjab, Lahore.
---	------------------	--	---	-----------------------------------