

Course Title: Entrepreneurship**Course Objectives:**

This course aims to develop Entrepreneurial skills among potential students through understanding of latest tools and techniques in the field of Entrepreneurship.

Course Contents

1. Challenges, benefits, drawbacks, cultural diversity, mistakes, creativity, innovation, barriers, creative process, techniques of improving creativity
2. Building business plan, beginning considerations
3. Designing business model, strategic management process
4. Conducting business feasibility, analysis, elements of business plan
5. Forms of business ownership, sole trader, partnership, corporations, franchising, benefits, buying franchising
6. Buying existing business, guerrilla marketing plan, determining customers needs, guerrilla marketing strategy.
7. E-commerce, beneath, factors before launching, strategies
8. Tracking web results, web privacy and security
9. Pricing strategies, methods for retailers, manufacturers, pricing strategies, impact of credit
10. Successful financial plan, projected financial statement, business ratios, breakeven analysis
11. Managing cash flow, cash budget, avoiding the cash crunch, barter
12. Putting business plan to work, sources of fund
13. Sources of financing, planning for capital needs, equity versus debt capital, sources of equity financing, nature of debt financing
14. Importance of location as competitive advantage, retail and service business, decision for manufacturers, layout and design decisions
15. Building new venture teams, leadership in economy, entrepreneurial teams, hiring right employees, organizational culture

Teaching Methods: Lectures, discussions, presentations, quiz & assignments

Assessment Mechanism/Criteria

40% (40 Marks)	Internal Assessment by affiliated institution	*15Marks for Assignments, Quizzes and others **25 Marks for Mid-term Exam
60% (60Marks)	External Assessment by the Punjab University	Final Term Examination

Suggested Readings:

Essentials of Entrepreneurship and Small Business Management by Zimmerer, Thomas.W. Latest Edition

Additional Readings:

International Journal of Entrepreneurial Behavior and Research