



## **UNIVERSITY OF ENGINEERING AND TECHNOLOGY (UET), LAHORE**

### **COURSE OUTLINE**

**Course:** Entrepreneurship  
**Semester:** VII  
**Credit Hours:** 3  
**Instructor:** Dr. Amna Niazi

**Course Code:**  
**Class:**  
**Total hours:** 16\*3= 48  
**E-mail:** amnakn@gmail.com

#### **Contents:**

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#### **Course Introduction:**

This course is designed to help students evaluate the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. Students will learn about themselves, their decisions, and their goals to determine how entrepreneurship can play a role in their lives. Students will also be

introduced to entrepreneurship from an economic perspective and the concepts of environmentally sustainable practices and social entrepreneurship.

### Learning objectives

Upon successful completion of Entrepreneurship, students should be able to:

- Discuss the motivation(s) inherent in starting a small business and advantages and limitations of small business.
- Explain the procedures for starting a small business and discuss the forms of ownerships.
- Develop a business plan for small business
- Develop a successful strategic plan to ensure business growth.
- Explain the processes of buying an existing business and franchising

Sr#	Course Learning Objectives	Link with Program Learning Objectives
1.	Compare their personal characteristics and interests to that of the “successful” entrepreneur.	-----
2.	Research and evaluate the personal attributes and skills that characterize the “successful” entrepreneur.	-----
3.	Identify the critical factors that are used to identify business start-up ideas – including forms of ownership	-----

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# Entrepreneurship

## Weekly Plan

Week	Particulars	Activities:
01	<b>The Foundations of Entrepreneurship</b> INTRODUCTION TO Entrepreneurship The World of the Entrepreneur Entrepreneurial Myths Characteristics of Entrepreneurs Benefits of Entrepreneurship Drawbacks of Entrepreneurship Feeding the Entrepreneurial Fire	Select group members for 1. Business Idea Creation 2. Case Study
02	Retiring Baby Boomers Ten Deadly Mistakes of Entrepreneurship Putting Failure Into Perspective Why People Become Entrepreneurs What Does it Take to Be Successful? The Importance of Value Creation The Importance of Value Creation Closing Thoughts	Initial Draft Submission on, Business Idea & Case Study
03	<b>Entrepreneurial Mindset</b> Mind Set of an Entrepreneur Entrepreneurs are Crazy not stupid Entrepreneurial Competencies Significance of Entrepreneurship w.r.t. Competencies Assumptions of entrepreneurship	
04	<b>Theories of Entrepreneurship</b> Models of Entrepreneurship Development Success Stories	Case Study Discussion on Engineering Entrepreneurship
05	<b>Functions of an Entrepreneur</b> Entrepreneurial Functions Types of Entrepreneurs based on Various Traits/Functions	Quiz

	Factors Influencing Entrepreneurs in Small Business Entrepreneurial Barriers Entrepreneurial Motivation	
06	<b>Management of Small Business</b> Small Business Definition: <ul style="list-style-type: none"> <li>• Pakistan</li> <li>• USA</li> <li>• European Countries</li> <li>• UAE</li> </ul> Characteristics of SMEs Perspective on Small business Small Business Growth: Potential and Profits Drawbacks of Small Business Ownership Small Business: Getting Started Barriers to SME Growth	
07	Case Study: Bowzo: a Case Study in Engineering Entrepreneurship	Proposal Submission and PPT on: Case Study Business Plan
<b>Week-8 Mid Exam</b>		
09	<b>Business Idea Creation</b> Building a Solid Strategic Plan Writing a Business Plan Who Reads the Business Plan—And What Are They Looking For? Guidelines for Writing a Business Plan Types of Business Plans Outline of Business Plan	
10	Case Study: Hidden Nation: A Case Study in Engineering Entrepreneurship	Identifying Key business model questions Create your own business model Business Game
11	<b>Business Model</b> Business Model Canvas Presenting the Business Plan to Investors Customer Segments	Consider your business model Clarify your business model assumptions

	Value Propositions Channels Customer Relationships Revenue Streams Key Activities Key Resources Key Partnerships Cost Structure BM Spectrum Merging Transition to Social Business Model Sharing Economy	
12	<b>Recognizing Opportunities</b> Ways to Identify an Opportunity Trends Personal Characteristics to Recognize Opportunity	Prepare to meet customers Update your documentation Plan your next steps
13	<b>Creativity &amp; Innovation</b> Steps to Generating Creative Ideas Relationship between creativity and innovation 5 particular profile Stages in Innovation Decision Process Full View of the Opportunity Recognition Process Techniques for Generating Ideas Techniques for Improving the Creative Process Protecting Your Ideas	
14	<b>Establishing a New Enterprise</b> Developing a Business Idea Process of Setting up a New Enterprise Different Forms of Organization Factors Influencing the Selection of Form of Organization Determination of Size of startup/New Enterprise Location of a Startup Enterprise Feasibility Analysis Product Feasibility Market Feasibility Organizational Feasibility Analysis PEST Analysis	Submission of Final Case Study with PPT

	SWOT Analysis Porter's Model Sources of Data, Primary Sources of Data, Secondary Sources Data Collection Methods: Interviewing, Unstructured and Structured Interviews, Unstructured Interviews, Questionnaires	
15	<b>Expansion Strategies of an Enterprise</b> Expanding an Enterprise Types of Strategies Internal and External Growth Strategies Mergers and Acquisitions Licensing Strategic Alliances Strategic Alliances Expansion strategies Global Strategic Decisions	Submission of Final Business Plan with PPT

### Text Book/ Recommended Books

<b>Textbook:</b> Entrepreneurship Successfully Launching New Ventures
<b>Authors:</b> Bruce R. Barringer and R. Duane Ireland
<b>Reference Books:</b> Essentials of Entrepreneurship and Small Business Management
<b>Authors:</b> Thomas W. Zimmerer and Norman M. Scarborough

### Grading Criteria:

#### Division of Project Marks (Out of 40):

Activity	Marks/Weightage
Assignment/Class Participation	10%
Midterm	30%
Final	40%
<b>Quiz</b>	10%
<b>Business Plan Creation</b>	10 %

Business Plan Proposals
Case Study Proposals
Progress of Business Proposals/Case Study
Case Study PPT
Business Plan Exhibition
Data Collection and Analysis PPT
PPT on Final Paper
Final PPT

**Attendance Requirements:**

- Students failing to maintain a minimum attendance of 75% in a subject during a semester shall be awarded a "WF" grade.
- It is strongly recommended that students attend every class session.

**Classroom Behavior:**

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.

**Students Responsibilities:**

The Participant is responsible for all information presented in class (unless told otherwise) and all information in the reading assignments, whether or not covered by the instructor. In case of absence it is the participant's responsibility to get class notes, handouts, and/or directions from a classmate.

**Honesty Policy:**

A Participant found in cheating on any exam/ assignment/ project will receive no credit (i.e. no grade) for that exam/ assignment/ project.

**Note:** Kindly arrive on time and leave as scheduled. Quality of (almost) all communications, written and oral, will be evaluated.