

MGMT 403 Entrepreneurship

This module is aimed at providing students with a strong foundational basis to reflect on the potential of entrepreneurship as a potential future path. Whether you wish to pursue entrepreneurship or not, this module is designed to provide you with an opportunity to reflect and provoke thought on this at a deeper level. *(Prerequisite: MGMT 101, Minimum 70 Credits)*

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate critical understanding of the strategic, tactical, and operational roles and functions of management of the entrepreneurial venture.
2. Identify entrepreneurial activity and its application in preparing a successful business plan, feasibility analysis, and provide a detailed analysis of competitors and the industry.
3. Effectively apply critical thinking to formulate and execute managerial entrepreneurial strategies, plans, and procedures.
4. Use quantitative and qualitative data with the aid of appropriate technology to facilitate entrepreneurial financing and assessing the financial strengths of the new venture.
5. Demonstrate effective oral and written communication skills including the ability to develop sound and coherent arguments in the context of the overall topic of entrepreneurship through formal or informal presentations and/ or other forms of written communication.
6. Demonstrate the ability to collaborate with managers from other core business functions to prepare the proper ethical and legal foundation as applied to entrepreneurship and new business ventures.
7. Demonstrate the ability to work professionally, ethically, and effectively individually as well as in a team to identify, conceptualize, and develop solutions for successful entrepreneurial management.

Text Book & Course Materials:

- *Frederick, H., O'Connor, A., & Kuratko, D. (2019). Entrepreneurship: Theory/Process/Practice. 5th Asia-Pacific Edition. Cengage Learning Australia Pty Limited.*

Course Content:

1. Entrepreneurship: Evolutionary Development, Revolutionary Impact
2. The Entrepreneurial Mindset in Individuals
3. The Entrepreneurial Mindset Organizations: Corporate Entrepreneurship
4. Social Entrepreneurship and Global Environment for Entrepreneurship
5. Business Models & Initiating Entrepreneurial Ventures
6. Innovation: The Creative Pursuit of Ideas
7. Assessment of Entrepreneurial Opportunities
8. Growth Strategies
9. How to Use Social Media Effectively For Your Business
10. Maturity Stage: Exit Pathways
11. Business Plan: Mission and Vision Statements
12. Valuation of Entrepreneurial Ventures
13. Harvesting Entrepreneurial Ventures
14. Challenges of Entrepreneurship and Importance of Research