

MGMT 403 Entrepreneurship

This course introduces the fundamentals of starting an entrepreneurship journey as a main or complementary career, supported by empirical guidance and solid theoretical research in the field. Learners will be able to harness different tools and resources relating to starting a new business venture that is innovative and can be competitive in the marketplace. *(Prerequisite: MGMT 101, Minimum 60 Credits)* (3 credits)

Course Learning Outcomes:

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

1. Demonstrate critical knowledge and understanding of the role of innovation and the strategic and operational roles of management of an entrepreneurial venture.
2. Use specialized level of skill to relate to and adapt some specialized theories and concepts relating to entrepreneurial activity, developing a business plan and managing innovation within an organization.
3. Use a range of approaches to critically analyse information and concepts relating to entrepreneurial ventures, innovation, and creating a business plan.
4. Use specialized-level skills to effectively communicate orally and/or written.
5. Operate at a specialized level to demonstrate significant responsibility and effectiveness individually and in a team.

Textbook & 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
3. Social and Sustainability Entrepreneurship
4. Pathways to Entrepreneurial Ventures
5. Opportunity Identification and the Creative Pursuit of Innovative Ideas
6. Lean Entrepreneurship and Identifying Customer Needs
7. Lean Marketing and Business Model Design
8. Business Planning
9. Financial Performance for Entrepreneurial Ventures
10. Sources of Finance for Entrepreneurial Ventures
11. Strategic Entrepreneurial Growth
12. Valuing and Harvesting Entrepreneurial Ventures