

ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Business Administration)

Course: Entrepreneurship (193)
Level: BBA

Semester: Spring 2014

CHECKLIST

This packet comprises the following material:

- 1) Text book
- 2) Assignment no. 1 & 2
- 3) Course outline
- 4) Assignment forms (2 sets)
- 5) Schedule for submitting the assignments

In this packet, if you find anything missing out of the above-mentioned material, please contact at the address given below: -

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(Department of Business Administration)

WARNING

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

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GUIDELINES FOR ASSIGNMENTS:

You should look upon the assignments as a test of knowledge, management skills, and communication skills. When you write an assignment answer, you are indicating your knowledge to the teacher:

- Your level of understanding of the subject;
- How clearly you think;
- How well you can reflect on your knowledge & experience;
- How well you can use your knowledge in solving problems, explaining situations, and describing organizations and management;
- How professional you are, and how much care and attention you give to what you do.

To answer a question effectively, address the question directly, bring important related issues into the discussion, refer to sources, and indicate how principles from the course materials apply. You must also be able to identify important problems and implications arising from the answer.

For citing references, writing bibliographies, and formatting the assignment, APA format should be followed.

ASSIGNMENT No. 1
(Units: 1–4)

Total Marks: 100
Pass Marks: 40

Note: Attempt all questions.

- Q.1 Discuss the role of entrepreneurship in economic development of Pakistan with examples. (20)
- Q.2 Discuss different methods available for generating new venture ideas and indicate different sources available for idea generation. (20)
- Q.3 As a new entrant in international market businesses can experience various difficulties, discuss with examples. (20)

- Q. 4 Discuss types of start-up ventures. Social responsibility and ethics play an important role in the context of new business ventures, discuss. (20)
- Q. 5 Explain the scope and value of the business plan to investors, lenders, employees, suppliers and customers. (20)

ASSIGNMENT No. 2

(Units 5–9)

Total Marks: 100

Pass Marks: 40

Note: Attempt all questions.

- Q. 1 What are the common sources of capital available to launch a new business venture, discuss with examples. (20)
- Q. 2 Explain the following: (20)
- a) Marketing Plan
 - b) Organizational Plan
 - c) Financial Plan
- Q. 3 What are the strategies required by an entrepreneur as a new entrants in the market? (20)
- Q. 4 Define the concept of bankruptcy. What are the rights of creditors and entrepreneurs in bankruptcy? (20)
- Q. 5
- a) Discuss primary challenges for managing business growth. (20)
 - b) Explain the human resource management issues for entrepreneurs.

ENTREPRENEURSHIP

Course Outline (BBA-193)

COURSE DESCRIPTION:

The role of entrepreneurship in an economy is well documented and is of interest to businesspeople, politicians, university professors, and students. Many individuals desire to start and grow new ventures, but few are able to successfully accomplish these tasks. This course is based on an understanding of all the functional areas of business and applies the tools and techniques of these areas to the process of new venture creation. The course explores the following aspects:

- the meaning of entrepreneurship, from a historical and research perspective
- the process of creating and evaluating opportunities for new ventures
- writing and presenting a business plan for such opportunities
- acquiring resources, both human and financial, required for the venture
- sales and marketing for the new venture
- legal issues relating to new ventures and intellectual property protection
- identifying challenges in new ventures, and identifying how to overcome them, and

- managing the growing venture

LEARNING OBJECTIVES:

This course aims to develop students' entrepreneurial skills and qualities. By the end of the course, you should be able to:

- understand the process of starting and growing a new venture
- assess the strengths and weaknesses of a new venture opportunity
- write and present an effective and professional business plan
- integrate functional area material as it applies to new venture creation
- develop an understanding of the entrepreneurial process
- learn what role you should take in the entrepreneurial process

BRIEF COURSE OUTLINE:

UNIT 1 THE NATURE AND IMPORTANCE OF ENTREPRENEURS

UNIT 2 THE INDIVIDUAL ENTREPRENEUR & INTERNATIONAL ENTREPRENEURSHIP OPPORTUNITIES

UNIT 3 CREATIVITY AND THE BUSINESS IDEA

UNIT 4 THE BUSINESS PLAN: CREATING AND STARTING THE VENTURE

UNIT 5 THE MARKETING PLAN, THE ORGANIZATIONAL PLAN, & THE FINANCIAL PLAN THE MARKETING PLAN

UNIT 6 SOURCES OF CAPITAL

UNIT 7 ENTREPRENEURIAL STRATEGY: GENERATING AND EXPLOITING NEW ENTRIES

UNIT 8 STRATEGIES FOR GROWTH AND MANAGING ITS IMPLICATIONS

UNIT 9 ENDING THE VENTURE

DETAILED COURSE OUTLINE

ENTREPRENEURSHIP

Course Outline (BBA-193)

UNIT 1 THE NATURE AND IMPORTANCE OF ENTREPRENEURS

- Concept of entrepreneurship and its historical development.
- Entrepreneurial decision process.
- Basic types of start-up ventures.
- Role of entrepreneurship in economic development.
- Ethics and racial responsibility of entrepreneurs.

UNIT 2 THE INDIVIDUAL ENTREPRENEUR & INTERNATIONAL ENTREPRENEURSHIP OPPORTUNITIES

- Key entrepreneurial feelings and motivations.
- Importance of role models and support systems.

- Differences between inventors and entrepreneurs.
- Aspects and importance of international entrepreneurship.
- Available options for entering international markets.
- Problems and barriers to international entrepreneurship.

UNIT 3 CREATIVITY AND THE BUSINESS IDEA

- Sources of ideas for new ventures.
- Methods available for generating new venture ideas.
- Creativity and the techniques for creative problem solving.
- Aspects of the product planning and development process.
- Aspects of e-commerce and starting an e-commerce business.

UNIT 4 THE BUSINESS PLAN: CREATING AND STARTING THE VENTURE

- What the business plan is, who prepares it, who reads it, and how it is evaluated.
- Scope and value of the business plan to investors, lenders, employees, suppliers, and customers.
- Information needs and sources for each critical section of the business plan.
- Awareness of the ability of the Internet as an information resource and marketing tool.
- Step-by-step explanation of the business plan.
- How to monitor the business plan?

UNIT 5 THE MARKETING PLAN, THE ORGANIZATIONAL PLAN, & THE FINANCIAL PLAN THE MARKETING PLAN:

- Role of marketing research in determining marketing strategy for the marketing plan.
- Steps in preparing the marketing plan.
- Marketing system and its key components.

THE ORGANIZATIONAL PLAN:

- Importance of the management team in launching a new venture.
- Importance of both the formal and the informal organization.

THE FINANCIAL PLAN:

- Role of budgets.
- Application and calculation of the break-even point for the new venture.
- Alternative software packages that can be used for preparing financial statements

UNIT 6 SOURCES OF CAPITAL

- Types of financing available.
- Role of commercial banks in financing new ventures, the types of loans available, and bank lending decisions.
- Aspects of research and development limited partnerships.
- Government grants, particularly small business innovation research grants.
- Role of private placement as a source of funds.

UNIT 7 ENTREPRENEURIAL STRATEGY: GENERATING AND EXPLOITING NEW ENTRIES

- Essential act of entrepreneurship involves new entry.
- How resources are involved in the generation of opportunities.
- Assess the attractiveness of a new entry opportunity.
- Assess the extent of first-mover advantages and weigh them against first-mover disadvantages.
- Strategies to reduce risk.

UNIT 8 STRATEGIES FOR GROWTH AND MANAGING ITS IMPLICATIONS

- Where to look for (or how to create) possible growth opportunities.
- Implications of business growth on a national economy.
- Primary challenges for managing business growth and to be prepared to effectively manage these challenges.
- How people differences impact their intentions to grow a business.

UNIT 9 ENDING THE VENTURE

- Bankruptcy.
- Rights of creditors and entrepreneurs in different cases of bankruptcy.
- How some entrepreneurs can turn bankruptcy into a successful business?
- To examine the options in providing for an exit strategy focusing primarily on the succession of a business to family or nonfamily members, and sale of the business to employees (ESOP) or to an external source.

RECOMMENDED BOOKS (LATEST EDITIONS)

- Entrepreneurship 6th edition by Robert D. Hisrich, Michael P. Peters, and Dean A. Shepherd McGraw-Hill, 2005. (ISBN 007-287374-4), printed by National Book Foundation, Islamabad.
- Entrepreneurship.com by Burns, Tim. Chicago, IL: Dearborn Trade; 2001. ISBN: 1574101366.
- Entrepreneurship: starting, developing, and managing a new enterprise, 3rd ed. by Hisrich, Robert D and Peters, Michael P. Chicago: Irwin; 1995. ISBN: 0256141479
- Entrepreneurship: strategies and resources 2nd edition, by Dollinger, Marc J., Upper Saddle River, N. J: Prentice Hall; 1999.

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