

BUS553 Entrepreneurial Management

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

Entrepreneurial Management is specifically designed for those who plan to start their own business and for managers to acquire the skills and mindset of an entrepreneur so that they could operate with greater flexibility, innovation and responsiveness and enhance value in an organisation. It is not enough for an individual to have a brilliant business idea to build a sustainable business enterprise. The individual must have good answers to questions like; what are the business objectives, how to get customers, how to supply products and services, how to overcome competition, what are the relevant laws and regulations, how to finance the venture and how long it will take to achieve break-even and payback.

In this course, from the help of well-researched theories about strategy, innovation and entrepreneurial management, students will learn how to develop a business idea into a growing business and manage and nurture small and medium size enterprises.

Topics:

- Entrepreneurial Attributes
- Entrepreneurial strategy
- Creating business idea
- Protecting business idea
- Establishing business plan
- Funding for the ventures
- Growing/Exit strategy
- Entrepreneurial management
- Ethics in entrepreneurship
- Social Enterprises

Textbooks:

Robert Hisrich, Michael Peters, and Dean Shepherd,: Entrepreneurship 10th edition McGraw-Hill
ISBN-13: 9781259255427

Robert Hisrich, Michael Peters, and Dean Shepherd,: Entrepreneurship 10th edition McGraw-Hill
ISBN-13: 9781259255427-AA

Learning Outcome:

- Compose business objectives and business model of the ventures
- Plan for the supply of products and services
- Appraise the competition
- Construct the list of relevant laws and regulations for the ventures
- Evaluate financing options for the ventures
- Estimate financial performance of the ventures
- Evaluate entrepreneurial management traits
- Evaluate ethics issues in entrepreneurship
- Assess the forms of social enterprises
- Formulate a business plan to create a sustainable business
- Propose a plan to build and exploit a valuable brand
- Compose a growing or exit strategy

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
PRE-COURSE QUIZ	10
GROUP BASED ASSIGNMENT	25
PARTICIPATION	15
Sub-Total	50

Examinable Component	Weightage (%)
ECA	50
Sub-Total	50

Weightage Total **100**