The Islamia University of Bahawalpur

**University College of Engineering & Technology**

Department of Electronic Engineering

Course Outline: Entrepreneurship and Leadership

General Information:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course:** | Power Economics and Management |  | **Instructor** | Engr. QAZI MOHAMMAD NAEEM |
| **Course Code** | MS 382 | **Office** | Room No. 26 |
| **Credit Hours** | 3 | **Email** | qznaeem@yahoo.com |
| **Contact Hours** | 3 lectures of one hour each per week | **Contact No.** | 03007803645 |
| **Pre-Requisite(s)** | Nil | **Office Hours** | Wed 10:30 AM, Friday 11:30AM |

Course Description:

This course introduces learners to the

Course Learning Outcomes (CLOs):

|  |  |  |  |
| --- | --- | --- | --- |
| **CLOs** | **Description** | **Domain** | **PLOs** |
| CLO1 | Define Entrepreneur, Entrepreneurship, and Entrepreneurship development. Describe types of resources for entrepreneurs. Discuss entrepreneurial traits. Difference between inventors and entrepreneurs. Inspiration from role models and social support. Entrepreneurship – mindset. Misconceptions and myths about entrepreneurship. | Cognitive-1 | PLO1 |
| CLO2 | Sources of new ideas for business ventures- consumers, existing products and services, distribution channels, government policies & priorities. Techniques for generating ideas- mind mapping, focus group, and brainstorming. Role of an entrepreneur as a risk bearer, management decision functions of an entrepreneur, production function of an entrepreneur, strategic planning function of an entrepreneur, marketing management function of an entrepreneur. | Cognitive-3 | PLO2 |
| CLO3 | Legal aspects of business and Intellectual Property Rights | Cognitive-6 | PLO2 |
| CLO4 | Venture Team and Organizational Plan | Cognitive-4 | PLO2 |

Relation of CLOs to the Program Learning Outcomes (PLOs):

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** |
|  | **Engineering Knowledge** | **Problem Analysis** | **Business & Development of Solutions** | **Investigation** | **Modern Tool Usage** | **The Engineer and Society** | **Environment and Sustainability** | **Ethics** | **Individual and Team Work** | **Communication** | **Project Management** | **Life Long Learning** |
| **CLO1** |  |  |  |  |  |  |  |  |  |  |  |  |
| **CLO2** |  |  |  |  |  |  |  |  |  |  |  |  |
| **CLO3** |  | √ | √ | √ |  |  |  |  |  |  | √ |  |
| **CLO4** |  | √ | √ | √ |  |  | √ | √ | √ |  | √ | √ |
| **Total** |  | 2 | 2 | 2 |  |  | 1 | 1 | 1 |  | 2 | 1 |
| **Impact** |  | Medium | Medium | Low |  |  | Medium |  | Low |  | Medium | High |

**Justification of Program Learning Outcomes (PLO’s) Coverage:**

**PLO1 – Engineering and business Knowledge:**

The homework, exams, and the team work classroom assignment require direct application of business and engineering knowledge to successfully complete the course.

**PLO2 - Problem Analysis**

The course inculcates an inquisitive approach towards solving problems in the field of finance, environment, ethics, marketing etc. while formulating feasibility studies for a new venture.

**PLO3 - Business Development of Solutions**

These are addressed while preparing feasibility reports.

**PLO4 – Investigation**

This objective is addressed in this course when doing marketing analysis for the projects under entrepreneurial study.

**PLO5 - Modern Tool Usage**

This objective is not directly addressed in this course.

**PLO6 - The Entrepreneurs and Society**

This objective is not directly addressed in this course.

**PLO7 - Environment and Sustainability**

This objective is addressed in this course.

**PLO8 - Ethics**

This objective is addressed in this course in legal aspect of a business and IPRs.

**PLO9 - Individual and Team Work**

This objective is directly addressed in this course.

**PLO10 – Communication**

This objective is not directly addressed in this course.

**PLO11- Project Management**

This objective is addressed in this course while preparing business feasibility reports.

**PLO12 - Life Long Learning**

This objective is directly addressed in this course.

Learning Outcomes Assessment Plan:

|  |  |  |
| --- | --- | --- |
| Sr. # | Course Learning Outcomes | Assessment |
|  | 1 | Assignment 1 |
|  | 1 | Quiz 1 |
|  | 2 | Quiz 2 |
|  | 1,2,3 | Mid term |
|  | 2,3 | Assignment 2 |
|  | 1,2,3,4 | Terminal |

Textbook(s)/Reference Books:

1. Arya Kumar, “Entrepreneurship – Creating and Leading an entrepreneurial organization” Pearson. (Latest Edition)
2. Ijaz Ahmad, "Complete Import Export Manual"

**Lecture Plan:**

|  |  |  |
| --- | --- | --- |
| Topics | **Hours** | **Readings & CLOs** |
| * Definition; Roles, functions/ values of Entrepreneurship; History of entrepreneurship | Week 1 | **CLO1** |
| * Role of entrepreneurship in the National economy; Functions of an entrepreneur; | Week 2 | **CLO1** |
| * Resource organization and creation of value products * Entrepreneurial Traits | Week 3 | **CLO2** |
| * Creativity and Entrepreneurship and selection of new venture ideas * Characteristics of creative people | Week 4 | **CLO2** |
| * Source of new ideas * Techniques for generating new ideas | Week 5 | **CLO2** |
| * Legal aspects of business and Types of business organizations * Requirements for the incorporation of a private / public limited company | Week 6-7 | **CLO3** |
| * Intellectual property rights and entrepreneurship starts up * Areas of IPs | Week 8 | **CLO3** |
| * Capital budgeting techniques in the decision making process; use of break-even analysis; Financial Ratios and their uses | Week 9 | **CLO3 & CLO4** |
| * Feasibility studies; Types of feasibilities; Component of feasibility studies; Financial feasibility; Market feasibility; Technical feasibility; organizational feasibility; Legal feasibility; Operational feasibility; Schedule feasibility; Resource feasibility; Cultural feasibility | Week 10-11 | **CLO3 & CLO4** |
| * Intellectual Property Rights; Patents; Trade Marks; Copyright; Geographical Indicators and Biological Diversity | Week 12 | **CLO3 & CLO4** |
| * Team building for a venture- An effective management team * Common attributes of an effective team * Principles of People management * Organizational structures and systems | Week 13-14 | **CLO3 & CLO4** |
| * International Trade Payment Methods; Clean Payments; Documentary collections; Letters of Credit | Week 15-16 | **CLO3 & CLO4** |

**Grading Policy:**

|  |  |
| --- | --- |
| Assignments, Quizzes, Projects/presentations etc. | 20% |
| Midterm Exam | 30% |
| Final Exam | 50% |

**Course Policy (if any)**

**---------------END--------------------**