

Course Outline

ENTREPRENEURSHIP

For BS (Hons.)



Department of Chemistry

The Islamia University of Bahawalpur

Course Details

Course Title: Entrepreneurship

Program: BS (Hons.) 4th

Lecturer/Instructor

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Course Description

This course provides business and non-business majors with the skills necessary to succeed as an entrepreneur. The fundamentals of starting and operating a business, developing a business plan, obtaining financing, marketing a product or service and developing an effective accounting system will be covered.

Objective and Learning outcomes of the Course

Upon completion of the course, the student will be able to demonstrate knowledge of the following topics:

- Understanding the dynamic role of entrepreneurship and small businesses.
- Organizing and Managing a Small Business.
- Financial Planning and Control.
- Forms of Ownership for Small Business.
- Strategic Marketing Planning.
- New Product or Service Development.
- Business Plan Creation

Course Contents

Sessions	Topics
Week 1	<ul style="list-style-type: none">▪ Introduction of Business▪ Scope of Business▪ Evolution of Business▪ Organizational Structure
Week 2	<ul style="list-style-type: none">▪ Industrial Era▪ Marketing Era▪ Entrepreneurial Era▪ Global Era▪ Information Technology/Ecommerce Era

Week 3	<i>Entrepreneurial Era</i> <ul style="list-style-type: none"> ▪ An Overview of Entrepreneurs and Entrepreneurship ▪ Small-scale Businesses ▪ Evolution of Entrepreneurship ▪ Entrepreneurship in Pakistan
Week 4	<ul style="list-style-type: none"> ▪ Common traits of entrepreneurs ▪ Motivation behind Entrepreneurship ▪ Successful and unsuccessful entrepreneurs ▪ Cultural Diversity of Entrepreneurship ▪ Family Businesses ▪ Entrepreneurs V. Intrapreneurs
Week 5	<i>Inside the Entrepreneurial Mind: From Ideas to Reality</i> <ul style="list-style-type: none"> ▪ Creativity and Innovation ▪ Barriers to Creativity ▪ Protecting Your Ideas ▪ Model of entrepreneurial motivation
Week 6	<i>Business Plan</i> <ul style="list-style-type: none"> ▪ Elements Of Business Plan ▪ Environmental and Industry Analysis Description of Venture
Week 7	<i>Capital Budgeting</i> <ul style="list-style-type: none"> ▪ Overview of Budgeting Process ▪ Payback Period ▪ Accounting Rate of Return
Week 8	<ul style="list-style-type: none"> ▪ Net Present Value ▪ Profitability Index ▪ Internal Rate of Return
MID-TERM EXAMINATION	
Week 9	<i>Operational Plan</i> <ul style="list-style-type: none"> ▪ Costing Techniques ▪ High-Low Method ▪ Marginal Costing ▪ Absorption Costing
Week 10	<i>Financial Plan</i> <ul style="list-style-type: none"> ▪ Financial Statements ▪ Statement of Financial Position ▪ The Income Statement
Week 11	<ul style="list-style-type: none"> ▪ Cash flow Statement ▪ Ratio Analysis Break-even Analysis

Week 12	<i>Marketing Plan</i> <ul style="list-style-type: none"> ▪ A Guerrilla Marketing Plan ▪ Pinpointing the Target Market ▪ Market Research and Marketing Research Process ▪ Unique Selling Proposition (USP) ▪ Relationship Marketing (CRM) ▪ Attention to Convenience
Week 13	<i>Organizational Plan</i> <ul style="list-style-type: none"> ▪ Types of Organizations ▪ Sectors in which organizations operate ▪ Organizational Structure ▪ Stakeholders
Week 14	<i>Globalization</i> <ul style="list-style-type: none"> ▪ Franchising System ▪ Ecommerce
Week 15	<i>Banking System</i> <ul style="list-style-type: none"> ▪ Conventional Banking System ▪ Islamic Banking System ▪ Economic Systems in the World
Week 16	<ul style="list-style-type: none"> ▪ Presentations
FINAL EXAMINATION	

Reference Material

1. New Venture Creation: entrepreneurship for the 21st century 8th Ed.
2. Small Business Management An Entrepreneur's Guidebook 7th Ed.
3. The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company.

Course Evaluation

The breakup of the total marks is as under.

Mid term	30 Marks
Final Term	50 Marks
Sessional	20 Marks

Breakup of Sessional Marks

Case Study	10 Marks
Project	10 Marks

Course Policies

1. Students are highly encouraged to participate in the class.
2. Students are advised to go through the topics before coming to the class.
3. Quizzes can be taken with or without prior announcement.
4. No Plagiarism will be accepted in assignments. If a student is found involved in plagiarism he/she will simply get an F followed by disciplinary action.
5. Cheating in any quiz/exam will lead to cancellation of the quiz/exam followed by disciplinary action.
6. Students are encouraged to reach me after the class to discuss anything related to course, class, and their progress. In case a student requires reaching me after the class and outside the consulting hours they are welcome to contact me through email.