



**Curriculum - 2023**

**BBA Hons (Entrepreneurship) Degree Program**

**Faculty of Management and Finance**

**University of Ruhuna**

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**BBA 12013: Entrepreneurship**

**Level: 1000**

**Number of Credits : 03**

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**Course Description**

Entrepreneurship recognizes business opportunity, assesses risk, and apply the skills necessary to convert innovative ideas into viable, sustainable ventures. This course is designed to provide an understanding of entrepreneurship theories, processes, and practices. It enables students to gain knowledge, and skills to successfully plan and precede entrepreneurial career.

**Intended Learning Outcomes**

At the end of the course, the student will be able to;

- Describe the concepts and theories of entrepreneurship.
- Discuss the entrepreneurial processes and practices.
- Demonstrate entrepreneurial skills to identify business opportunities
- Examine the legal and financial conditions for starting a business venture.
- Develop an entrepreneurial mindset by learning key skills, and successful entrepreneurial models
- Apply entrepreneurial concepts and theories in business contexts

**Teaching/Learning Methods**

Lectures, tutorials, case studies, seminars, workshops, and group discussions

**Methods of Assessment**

In-course Assessments	: 30%
End Semester Examination	: 70%

**Course Contents**

1. Introduction to entrepreneurship
2. Evolution of entrepreneurial thoughts
3. Entrepreneurial characteristics
4. Entrepreneurial process
5. Creativity and innovation
6. Business planning
7. Venture financing
8. Legal requirements for entrepreneurial ventures
9. Entrepreneurial team and business formation
10. Entrepreneurial culture and ethics
11. Corporate entrepreneurship
12. Social and green entrepreneurship
13. International entrepreneurship
14. Family business and women entrepreneurs

**Recommended Readings**

1. Donald F. Kuratko. *Entrepreneurship: Theory, Process, Practice*/The latest edition.
2. Francis J. Greene. *Entrepreneurship Theory and Practice*, Bloomsbury Publishing/  
The latest edition.
3. Heidi M. Neck, Christopher P. Neck Emma L. Murray. *Entrepreneurship: The Practice and Mindset* SAGE Publications/The latest edition.