

Curriculum - 2023

BBA Hons (Entrepreneurship) Degree Program Faculty of Management and Finance University of Ruhuna

BTE 41353: Entrepreneurship Lab

Level: 4000

Number of Credits : 03

Course Description

This course is a project-based action learning course that a student or a team of students is/are directed to plan, start, and grow a self-managed venture. This course facilitates to generate and evaluate business ideas, develop business plans and raising finance for starting new business venture. Further it helps to share experiences of business experts and guide to expand for sustainable business venture.

Intended Learning Outcomes

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

- Conduct a market analysis and identify viable business opportunities
- Start-up a venture and manage it for growth
- Manage and share the risk
- Introduce innovations for the business
- Generate finance and direct the business for high return
- Develop a group posture, leadership skills and social and environmental concern

Teaching/Learning Methods

Lectures, guest lectures, role models, group discussions, brainstorming sessions, workshops, field visits, Incubating and pitching sessions, practical projects.

Methods of Assessment

Business Proposal Development	: 10%
Weekly Status check-ins	: 10%
Project scope final draft	: 20%
Intermediate in-class presentation	: 20%
Final Project	: 40%

Course Contents

1. Introduction and awareness of way forward
2. Generating business ideas and market survey on screened-out business ideas
3. Idea evaluation and direct to expertise assistance
4. Preparing a business proposal
5. Start-up Pitches
6. Start-ups and Funding
7. Plan for future expansions of the venture
8. Development of entrepreneurial competencies and skills (Marketing, Finance, leadership, etc.)
9. Negotiations and business linkages development
10. Innovations and IT applications for venture growth

11. Social and green role of an entrepreneur
12. Experience sharing and venture sustainability

Recommended Readings

1. Burns, P. *New Venture Creation: A Framework for Entrepreneurial Start Ups*. Palgrave Macmillan/ The latest edition.
2. Abrams, R. *Successful Business Plan: Secrets and Strategies*, Amazon Book Clubs/ The latest edition.
3. Farooq, M. *Business Plan template: Answer the questions, complete your Business Plan*. Linkowing University Press/ The latest edition.