



BBA 12013: Entrepreneurship

Level: 1000

Number of Credits : 03

Course Description

Entrepreneurship involves in identifying business opportunities, and using the skills to convert innovative ideas into sustainable ventures. This course is designed to provide an understanding of entrepreneurship theories, processes and practices which enable students to gain knowledge, and develop skills to plan an entrepreneurial career.

Intended Learning Outcomes

At the end of this 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 new business opportunities
- Apply entrepreneurial concepts and theories in business contexts

Teaching/Learning Methods

Lectures, tutorials, guest lectures, group discussions, workshops, and field visits

Methods of Assessments

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 Entrepreneurship and micro small and medium enterprises, family business and women in businesses
- 15 Trends in entrepreneurship

Recommended Readings

- 1 Frederick, H., Kuratko,. & Hodgetts, R.M. (2014). Entrepreneurship Theory, Process, & Practice. (9th Ed). Asia-Pacific: Cengage Learning.
- 2 Hisrich, R.D. & Peters, M.P. (2012). Entrepreneurship. (09th Ed). New Delhi: Tata McGraw-Hill.