

COURSE CODE: ENTPRIN

COURSE TITLE: Principles of Entrepreneurship

COURSE DESCRIPTION:

This 13-week course focuses on the incubation or pre-start-up stage of enterprise development. The incubation stage opens the would-be entrepreneurs to a world full of opportunities. The course aims to guide students on how to perceive situations as either a problem to be solved or an opportunity to be pursued. It includes the steps/stages in project planning, evaluation of external factors affecting entrepreneurial activities, internal factors important in identifying business opportunities, and environmental scanning. Towards the end of the course, the students are expected to prepare formal product/service proposals based on the opportunity-finding mentality frame of mind in the course and to apply project planning.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

McGraw Hill Connect Subscription:

- Hisrich, Richard D. and Peters, Michael P. (2017) Entrepreneurship 10th Edition. New York, USA: McGraw-Hill/Irwin

READING LIST:

- Barringer, B. and Ireland, D.R. (2011), Entrepreneurship Successfully Launching New Ventures 4th Edition. New Jersey, USA: Pearson Education., Inc.
- Dessler, G. (2001) Management : Leading People and Organizations in the 21st Century International edition, 2nd ed. USA : Prentice-Hall
- Kaplan, J. (2003). Patterns of Entrepreneurship. John Wiley and Sons, Inc.
- Mariotti, S. And Glackin, C. (2010), Entrepreneurship: starting and Operating A Small Business, 2nd Edition, New Jersey, USA: Pearson Education, Inc.
- Sekaran, U. (2003) Research Methods for Business : A Skill Building Approach. 4th Edition. John Wiley and Sons, Inc.
- Timmons, J. A. and Spinelli, S. (2007). New Venture Creation, Entrepreneurship for the 21st Century. (7th ed.). New York, NY: McGraw Hill.
- Zacharakis, A., & Bygrave, R. (Eds)(2004). Portable MBA in Entrepreneurship. John Wiley and Sons, Inc.

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE: