Entrepreneurship & Small Business Management
Code: ADMN-313

Course Name: Entrepreneurship & Small Business Management

Pre-Requisite: Concentration

Course Type: Core

Course Level:

<table>
<thead>
<tr>
<th>Year 1:</th>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Summer Semester</th>
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<tbody>
<tr>
<td>Year 2:</td>
<td>Semester 1</td>
<td>Semester 2</td>
<td>Summer Semester</td>
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<tr>
<td>Year 3:</td>
<td>Semester 1</td>
<td>Semester 2</td>
<td>Summer Semester</td>
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<tr>
<td>Year 4:</td>
<td>Semester 1</td>
<td>Semester 2</td>
<td>Summer Semester</td>
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Course Description:
This course provides an understanding of the risks and rewards associated with entrepreneurship. It examines the principles and problems of operating a small business after it established.

Objectives:
1. To acquaint the students with unique features of entrepreneurs
2. To make them understand about the required skills needed to manage a business successfully.
3. To familiarize the students with the preparation of project reports.

Learning Outcomes:
After going through this course, the students are expected to have a deep insight in the field of Entrepreneurship and they are able to take up any business project independently.

Skills to be developed throughout the Course:
Students will develop their analytical and oral communication skills via case study work carried out in seminar sessions. Information technology and written communication skills will be developed when completing the written assignment which will also test student’s creative skills and their abilities to present theoretical information in practical situations. Students are encouraged to make use of IT facilities particularly web sites to support research and reading.
### Learning Resources:

#### 1. Text Books

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publisher</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anne De Bruin, Ann Dupuis</td>
<td>Entrepreneurship: new perspectives in a global age</td>
<td>Ashgate Publishing Company USA</td>
<td>2005</td>
</tr>
<tr>
<td>Peter F Drucker</td>
<td>Innovation and Entrepreneurship</td>
<td>Butterworth-Heinemann Publishing, USA</td>
<td>2007</td>
</tr>
</tbody>
</table>

#### 2. e-Library Reserves
- [http://www.emeraldinsight.com/insight](http://www.emeraldinsight.com/insight)
- [http://www.en.wikipedia/wiki/listof_management_topics](http://www.en.wikipedia/wiki/listof_management_topics)

#### 3. Internet
- **Ebsco Business Source Premier:** A database containing several hundred key business and management journals with full text articles updated daily.
- **Courseware:** Specific research support resources and documents, selectively posted to complement and build upon materials available in proctor’s methodological text. Such documentation will typically be posted regularly.
  - [www.decalibrary.org](http://www.decalibrary.org)
  - [www.ipl.org](http://www.ipl.org)
  - [www.lisa.lsbu.ac.uk](http://www.lisa.lsbu.ac.uk)

#### 4. Journals
- Journal of Small Business & Enterprise Development
- Harvard Business Review
- European Management Journal
- Small Business Economics

### Delivery and Teaching Strategy:
*(Lecture, Online, Physical, blended, self directed through CD, web based courses and DVD)*

### Methods of Instruction:
It would be based on Lecture, demonstration and assignment review. Questions are encouraged and participation is expected.

### Assessment Strategy:
- a. First Mid Term Exam: 20 Marks to be held on……..Day,……..Month, 20..
- b. Second Mid Term Exam: 20 Marks to be held on……..Day,……..Month, 20..
- c. Attendance, Participation & Assignment: 10 Marks
Syllabus Change Policy: This syllabus is a guide for the course and is subject to change with advanced notice.

<table>
<thead>
<tr>
<th>Course Contents:</th>
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<tbody>
<tr>
<td><strong>Unit 1. Entrepreneurship:</strong> History of the Concepts of Entrepreneurship and Entrepreneur, Entrepreneurship: Entrepreneurship in Established Corporations, Characteristics of a Young Enterprise, Innovative and Imitative New Enterprise Formation, Ethics, Enterprise Culture and Entrepreneurship, Ethics as a Challenge for a Young Enterprise, Aspects of the Entrepreneurial Process</td>
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<tr>
<td><strong>Unit 3. MARKETING:</strong> The Importance of Marketing in Young Enterprises, Marketing Planning and the Marketing Plan, Enterprise and Potential Analysis, Market and Competition Analysis, Planning of Marketing Strategies, Planning of the Marketing Mix, Concept of Enterprise Growth</td>
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