

MGT3211 Principles of Entrepreneurship

Code

MGT3211

Title

Principles of Entrepreneurship

Credits

3

Description

Entrepreneurs represent the driving force of the economy. Entrepreneurial leadership creates economic prosperity and results in positive social changes: social entrepreneurs strive to make the world a better place to live. This course is designed to introduce students to the concepts of entrepreneur, entrepreneurship and small business management. By studying the most current theories and practices in the field, students will learn about the foundations of entrepreneurship, its global aspects and its existing challenges, also they will be exposed to writing a business plan, designing a competitive business model, and putting a business plan to work.

Assessment

60 % -first and second assessments

40 % -final assessment

Tentative course outline**Week1**

Course Introduction. The Foundations of Entrepreneurship

Week2

Inside the Entrepreneurial Mind

Week3

Designing a Competitive Business Model and Building a Solid Strategic Plan

Week4

Creating Feasibility Analysis and Crafting a Winning Business Plan

Week5

Forms of Business Ownership. Franchising and the Entrepreneur

Week6

Buying an Existing Business

Week7

Building Powerful Guerilla Marketing Plan

Week8

E-Commerce and the Entrepreneur

Week9

Pricing Strategies

Week10

Creating a Successful Financial Plan.

Week11

Managing Cash Flow

Week12

Sources of Financing: Equity and Debt

Week13

Choosing the Right Location and Layout

Week14

Global Aspect of Entrepreneurship.

Week15

Building a New Venture Team