



## Title

ENTREPRENEURSHIP

## Description & Objective

This course is an overview of small business management and includes methods and procedures for establishing a small business, problem-solving techniques required for successful operations, entrepreneurial traits and risks; location selection and franchising. It is intended to introduce students to the ideas and concepts of entrepreneurship and creation of new ventures.

The course revolves around entrepreneurs the founder either of new ventures and processes whereby entrepreneurs conceive and launch new ventures, new firms or within existing firms. The later part of the course deals with issues of managing growth in the entrepreneurial firm. Special attention is devoted to the entrepreneur within the opportunity space of the pervasive family firms in Pakistan.

## Content/Outline

### **ENTREPRENEURSHIP: AN EVOLVING CONCEPT**

- Entrepreneurship A perspective, Emerging Trends: The Internet and E-Commerce
- The evolution of Entrepreneurship
- The myths & approaches to entrepreneurship

### **UNDERSTANDING STRATEGIC ISSUES IN BUSINESS PLAN DEVELOPMENT**

- Comparative analysis entrepreneurship in other countries Strategic Objectives
- Competitor Analysis

### **UNDERSTANDING STRATEGIC ISSUES IN BUSINESS PLAN DEVELOPMENT**

- STP Strategies
- Marketing Mix Strategies

### **UNDERSTANDING THE ENTREPRENEURIAL PERSPECTIVE IN INDIVIDUALS**

- The Entrepreneurial Perspective & the Dark side of Entrepreneurship
- Entrepreneurial Motivation
- Entrepreneurial perspective in organizations corporate Entrepreneurship

### **INNOVATION: THE CREATIVE PURSUIT OF IDEAS**

- Opportunity Identification: The search for New Ideas
- Entrepreneurial Imagination and Creativity & The role of Creative Thinking
- Innovation and the Entrepreneur - The Innovation Process





### **PATHWAYS TO ENTREPRENEURIAL VENTURES**

- The Pathways to New Ventures for Entrepreneurs
- Creating New Ventures
- Acquiring an Established Entrepreneurial Venture
- Franchising: The Hybrid

### **LEGAL CHALLENGES FOR ENTREPRENEURIAL VENTURES**

- Legal Challenges for the Entrepreneurial Venture
- Intellectual Property Protection: Patents, Copyrights, and Trademarks
- Identifying Legal Structures for Entrepreneurial Ventures
- Sole Proprietorships
- Partnerships
- Corporations
- Specific Forms of Partnerships and Corporations
- Understanding Bankruptcy

### **SOURCES OF CAPITAL FOR ENTREPRENEURIAL VENTURES**

- Debt Versus Equity
- The Venture Capital Market

