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| ***Course Title*** | Entrepreneurship and Enterprise Development | | | | | | | | | | | ***Course Code:* Mgmt 2141** | | | ***ECTS:* 3** |
| ***ECTS*** | 5 | | **Academic Year:** 2019/20 | | | | | **Semester:** II | | | **Target Group** | | |  | |
| ***Student workload*** | *Lecture* | | | | *Discussion* | *Assignment* | *Home Study* | | | *Assessment* | | | *Total* | | |
| *48* | | | | *20* | *27* | *15* | | | *25* | | | *135* | | |
| ***Course Objectives*** | **The course enables students to have an understanding on:**   * Define entrepreneurship within the context of society; organizations and individuals. * Understand more about the specific management issues involved in setting up and running a small enterprise. * Demonstrate an understanding of the impact of entrepreneurship on the economy. * Distinguish between an entrepreneurial and a conventional approach to management. * Recognize and overcome obstacles to creative problem-solving. * Describe the element of an effective business model/plan. * Develop a concept for an innovative product or service in his or her own area of interest. * Recognize that entrepreneurial success in the 21st century depends on teamwork and diversity. * Develop a personal framework for managing the ethical dilemmas and social responsibilities facing entrepreneurs. * Describe the leadership studies of entrepreneurs who have been successful in different sectors (e.g., start-ups, corporations. Community, public sector, etc.). * Equipped with the basic knowledge and skills of starting and operating a business for they will be the future managers (or even Owner-managers) of these firms. * Identify traits/characteristics of an entrepreneur/ entrepreneurs as exhibited in behavior. * Analyze elements of the entrepreneurial mind set and discuss the implications for functioning as a successful entrepreneur. . | | | | | | | | | | | | | | |
| ***Competences to be Acquired*** Competent in creation, innovation and management of enterprises | | | | | | | | | | | | | | | |
| ***Course Description/***  ***Course Contents*** | This interdisciplinary course is designed to introduce students to the concept of sustainable entrepreneurship, a manageable process that can be applied across careers and work settings. It focuses on building entrepreneurial attitudes and behaviors that will lead to creative solution within community and organizational environments. Course topics include the history of entrepreneurship, the role of entrepreneurs in the 21st century global economy, and the identification of entrepreneurial opportunities. The elements of creative problem solving, the development of a business concept/model, the examination of feasibility studies and the social /moral/ethical implication of entrepreneurship will be incorporated. Issues related to starting and financing a new venture are included. | | | | | | | | | | | | | | |
| ***Pre-requisites*** | | No pre-requisite | | | | | | | ***Status of the Course*** | | | | | | Core |
| **Chapter One - Entrepreneurship and Free Enterprise**  1.1. Definition and philosophy  1.2. History  1.3. Role within the economy   * 1. Entrepreneurship, creativity and Innovation | | | | | | | | | | | | | | | |
| **Chapter Two** - **Small Business**  2.1 Definition and importance  2.2 Economic social & political aspects of small business enterprise  2.3 Small Business Failure factors.  2.4 Problems in Ethiopia small business  2.5 Setting Small Business  2.5.1 What is Basic Business Idea?  2.5.2 What project an Entrepreneur should have?  2.5.3 Definition of industry and small scale industry  2.5.4 Steps in setting a small scale unit | | | | | | | | | | | | | | | |
| **Chapter Three** - **Business Planning**  3.1 The concept of business planning  3.2 Feasibility planning  3.3 The business plan  3.4 Developing a business plan | | | | | | | | | | | | | | | |
| **Chapter Four -** **Product and Service Concept**  4.1 Product technology  4.2 Product development process  4.3 Product protection  4.3.1 Patents  4.3.2 Trademarks  4.3.3 Copyrighting | | | | | | | | | | | | | | | |
| **Chapter Five -** **Marketing and new venture development**  5.1 Marketing research  5.2 Marketing intelligence  5.3 Competitive analysis  5.4 Marketing strategies  5.5 International markets | | | | | | | | | | | | | | | |
| **Chapter Six - Organizing and financing the new venture**  6.1 Entrepreneurial team and business formation  6.2. Sources of financing  6.2.1 Asset management  6.2.2 Equity Financing  6.2.3 Venture Capital  6.2.4 Debt financing  6.2.5 Government Programs | | | | | | | | | | | | | | | |
| **Chapter Seven - Managing Growth and transaction**   * 1. Preparing for the launch of the venture   2. Managing early growth of venture   3. New venture expansion strategies and Issues (Mergers, Acquisitions, licensing and Franchising) | | | | | | | | | | | | | | | |
| **Independent Readings – Required**   1. **Forms of business organizations**    * Sole proprietorship    * Partnership    * Corporation    * Joint venture    * Franchises    * Public Enterprises    * Cooperatives 2. **Ethical issues governing Entrepreneurship** | | | | | | | | | | | | | | | |
| **Course expectation**   * **Preparedness:** You must come to class prepared by bringing with you the appropriate materials like handouts, worksheets and exercises given, text books and completed assignments. Complete the individual and group assignments and other activities on time. You must plan your own learning through reading various course related materials and chapters in books. You are expected to work much individually to meet the requirement of the course. You have to use your time for group work and home study effectively. * **Participation: M**ake active participation during discussions (you must participate in class). You are not participating if you are simply talking to a friend, doing homework, daydreaming, or not doing what the rest of the class is doing. If you are working in a group or with a partner, you must talk to your group members or partner and be a part of the group. Always be ready and willing to give constructive feedback to partners/group members and to listen to their comments on your work * **Medium:** Use only English, which is the medium of instruction, especially in the class room | | | | | | | | | | | | | | | |
| **Policy:**   * **Attendance:** It is compulsory to come to class on time and every time. If you are going to miss more than 20% classes during the term, you should not take this course * **Assignments:** You must do your individual and group assignments and submit on time. No late assignment will be accepted * **Tests/Quizzes:** You will have short quizzes and tests. If you miss the class or, are late to class, you will miss the quiz or test. No makeup test or quizzes will be given. You are expected to observe the rules and the regulations of the University as well * **Cheating:** You must do your own work and not copy and get answers from someone else. When you are in class: please do not chew gum, eat something, listen to recorders or CD players, or involve in acts that spoil the normal teaching-learning process; switch off your cell phones before class and exam sessions. Any attempt to use cell phones in exam sessions will be considered an act of cheating and hence, dealt accordingly. | | | | | | | | | | | | | | | |
| **Reference:**   * HailayGebretinsae, Entrepreneurship and Small Business Management, 2nd Edition. * Hodgetts, RichardM. Kurakto, DonaldF. “Entrepreneurship: A contemporary approach “. Fourth Edition, the Dryden Press, 1998. * HirshRobertD. and D. and Peters MichaelP. “Entrepreneurship” Fifth Edition, Tata McGraw Hill Edition, 2002. * Holt David H. “Entrepreneurship – New venture Creation “Eastern Economy Edition, 2000. * DonaldF.Kutatko and RichardM.Hodgetts, “Entrepreneurship: A Cotemporary Approach” Fourth Edition. | | | | | | | | | | | | | | | |
| ***Assessment Arrangement*** | | | | Activities Points  Quiz 5  Test 15  Individual assignment 10  Group Assignments with Presentation 20  Final Exam 50  **Total Points 100**  *Final Exam:* Final exam will cover ALL Material/Chapters. | | | | | | | | | | | |