

ADDIS ABABA UNIVERSITY
ADDIS ABABA INSTITUTE OF TECHNOLOGY
SCHOOL OF MECHANICAL AND INDUSTRIAL ENGINEERING

Entrepreneurship (MEng 5301)

ECTS: 5

A/Y 2018/2019

Semesters: II

Course Outline

Chapter One: What is entrepreneurship?

- Why Study Entrepreneurship?
- What Is an Entrepreneur?
- The Commercialization Process
- Characteristics of Entrepreneurs
- The Cultural Diversity and forms of Entrepreneurship
- Deadly Mistakes of Entrepreneurship

Chapter Two: Preparing the Business Idea

- Creativity
- Feasibility Analysis
- Business Plan

Chapter Three: Business ventures

- Forms of ownership
- Sources of fund

Chapter Four: Marketing and Financial plans and managing cash flow

- Marketing research
- Marketing Mix: Product, Price, Place and promotion
- Cash flow
- Break even analysis

Chapter five: Intellectual Property and other Legal issues

- What are Intellectual Properties?
- Types of IP protections
- Governmental Laws and regulations

Project: Business Plan Project with Selected Titles

Teaching Methods: Lectures, book project presentations and Project presentations

Assessment: Int. exam 30% Business plan: 30% Final Exam: 40%

References

1. Kenji Uchino, Entrepreneurship for Engineers, 2010, Taylor and Francis Group, LLC
2. Timmons and Spinelli, New Venture Creation: Entrepreneurship for the 21st Century, 6th edition, McGraw-Hill/Irwin, New York, 2004.
3. Thomas W Zimmerer, Norman M Scarborough, and Doug Wilson, Essentials of Entrepreneurship and Small Business Management (5th Edition), Feb 2, 2007.