

Course Title	ENTREPRENEURSHIP
Course Code	MGT 212
Course Purpose and Objectives	This course focuses on how to use well-researched theories about strategy, innovation and management, to understand why things happen the way they do in businesses, and what management tools, strategies and methods will be effective in the different circumstances in which entrepreneurs find themselves. Students will learn how to start up small or new ventures and analyse the benefits and costs of starting and operating a business.
Learning Outcomes	<ol style="list-style-type: none"> 1. Describe the role of an entrepreneur in a small or new venture. 2. Discuss the sources of funding for a small business. 3. Demonstrate ways of identifying business opportunities. 4. Outline business objectives and business plans. 5. Identify business growth strategies.
Course Content	<ul style="list-style-type: none"> • Introduction to Entrepreneurship • Corporate Entrepreneurship • Business Idea • Understanding The Nature of Opportunity • Protecting The Idea • Developing a Great Business Concept and Business Model • Building a Marketing Plan • Expectations about Size, Growth, Returns, and Risk • The Economics of Start-up Ventures • Financing a New Venture • Innovation, Technology and the Entrepreneur • Growth, Harvesting and Exit Ethical Issues and Entrepreneurs