

Bachelor of Information Technology in System Development and Administration (Hons)

1.	Course Title	Entrepreneurship		
2.	Course Code	BBUS2513		
3.	Status	University		
4.	Credit Hour	Credit hour: 3 (2+1) 2 for lecture (2 hours per week x 14 weeks) 1 for tutorial (1.5 hours per week x 14 weeks)		
5.	Semester/Year	1/2		
6.	Prerequisites	N/A		
7.	Teaching method:	Distance Learning (Electronic)		
8.	Evaluation	Assessment and Marking Percentage: Participation5% Quizzes15% Project15% Mid Sem Exam15% Final Examination50%		
9.	Lecturer			
10.	Objective of the Subject	This subject is designed to enable students to: - Understand the concept and theory on entrepreneurship as well as the skills and qualities of an entrepreneur; - Get the Knowledge and the mechanisms of business creation; - Realize the advantages and disadvantages of entrepreneurship as a career choice; - Understand the skills necessary to start and operate a business; - Get the Knowledge of business plan; - Understand how to analyze strategic marketing and management for the entrepreneur.		
11.	Learning Outcomes	Upon completion of this subject, students should be able to: - Explain the concept and theory on entrepreneurship as well as the skills and qualities of an entrepreneur; - Identify and describe the mechanisms of business creation; - Examine the advantages and disadvantages of entrepreneurship as a career choice; - Evaluate the skills necessary to start and operate a business; - Develop a business plan; - Analyze strategic marketing and management for the entrepreneur.		
12.	Synopsis	This subject will help students develop the particular skills needed for entrepreneurial activities, whether they are working for themselves or for someone else. They will learn the characteristics of entrepreneurs and the people who work for them, the benefits and challenges of an entrepreneurial organization, how to create a business plan, how to develop financial documents, and how to succeed in the business endeavor.		
13.	Topics	Details	Lecture (Hrs)	Lab/Tutorial (Hrs)
	Topic 1	ENTREPRENEURSHIP: A FIELD AND AN ACTIVITY - Nature and Roots - A Process Perspective - Sources of Knowledge About Entrepreneurship	2	1.5
	Topic 2	UNCOVERING OPPORTUNITIES & COGNITIVE FOUNDATIONS OF ENTREPRENEURSHIP - Sources of Opportunities - Forms of Opportunity - Opportunities and New Firms - The Raw Materials for Creativity and Opportunity Recognition - Creativity	2	1.5

Bachelor of Information Technology in System Development and Administration (Hons)

		• Opportunity Recognition		
	Topic 3	UNCOVERING OPPORTUNITIES & COGNITIVE FOUNDATIONS OF ENTREPRENEURSHIP • The Raw Materials for Creativity and Opportunity Recognition • Creativity • Opportunity Recognition	2	1.5
	Topic 4	ACQUIRING ESSENTIAL INFORMATION • Market Information • Government Policies and Regulations • Interpreting Information • Group Polarization • Ignoring Unshared Information • Improving Group Decisions.	2	1.5
	Topic 5	ASSEMBLING THE TEAM • Choosing Cofounders • Utilizing the New Venture's Human Resources • Expanding the New Venture's Human Resources	2	1.5
	Topic 6	FINANCING NEW VENTURES • Difficulty in Raising Money • Uncertainty and Information Asymmetry • Amount and Sources of Capital • The Structure of Venture Finance • Social Capital and the Behavioral Side of Venture Finance	2	1.5
	Topic 7	WRITING AN EFFECTIVE BUSINESS PLAN • Business Plan • Components of a Business Plan • Making an Effective Business Plan Presentation	2	1.5
	Topic 8	WRITING AN EFFECTIVE BUSINESS PLAN • Making an Effective Business Plan Presentation	2	1.5
	Topic 9	LEARNING FROM OTHERS EXPERIENCES • Success Stories • Horror Stories • Essential Skills for Entrepreneurs	2	1.5
	Topic 10	CYBERPRENEURSHIP • Understanding Electronic Entrepreneurship • Technology as Enabler	2	1.5
	Topic 11	INTELLECTUAL PROPERTY • Capturing the Profits from New Products and Services • Legal forms of Intellectual Property Protection • Nonlegal forms of Intellectual Property Protection	2	1.5
	Topic 12	RUNNING THE BUSINESS • Building the New Venture's Human Resources • Recruiting • Motivating Employees	2	1.5

Bachelor of Information Technology in System Development and Administration (Hons)

		Retraining High Performing Employees		
	Topic 13	HARVESTING THE REWARDS - Exit Strategies - Negotiation	2	1.5
	Topic 14	ENTREPRENEURSHIP FROM ISLAMIC PERSPECTIVE	2	1.5
		Total contact hours	28	21
		Equivalent lecture hours	28	14
		Total lecture hours	42	
		Credit hours	3	
14.	Main reference:	Peggy A. Lambing and Charles R. Kuehl.(2007). Entrepreneurship , 4/E, Prentice Hall.		
15.	Additional References:	- Robert A. Baron and Scott A. Shane. (2005). Entrepreneurship: A Process Perspective, Thomson South-Western. - Thomas W Zimmerer, Norman M Scarborough and Doug Wilson, (2008). Essentials of Entrepreneurship and Small Business Management, 5/E, Prentice Hall. - Bruce R. Barringer. (2009). Preparing Effective Business Plans: An Entrepreneurial Approach, Prentice Hall.		
	Other Materials:	All other materials will be available to students online.		