_____ University

Institute/College/Faculty/School/Department of_____

Syllabus of the Course of Entrepreneurship

<table>
<tr><td>Instructor Contact Information</td><td colspan="6">Instructor's Name_____ Mobile No._____
Meeting Day(s)_____ Meeting Time_____
Building No_____ Floor No. _____
E-Mail_____ Consultation Hours_____</td></tr>
<tr><td>Course Information</td><td>Lecture</td><td>Discussion with peer & Instructors</td><td>Group Project and Individual assignment</td><td>Home Study/Self Study</td><td>Assessment</td><td>Total Number of Hours Per semester</td></tr>
<tr><td></td><td>48</td><td>30</td><td>15</td><td>40</td><td>25</td><td>158</td></tr>
<tr><td>Course is Prearranged</td><td colspan="3">For all Fresh Students</td><td colspan="3"></td></tr>
<tr><td>Degree Program</td><td colspan="6">B.A/B.Sc/BED/ LLB/& Others</td></tr>
<tr><td>Course Title</td><td colspan="6">Entrepreneurship and Business Development</td></tr>
<tr><td>Course Code</td><td colspan="6">MGMT 102</td></tr>
<tr><td>Course Status</td><td colspan="6">Common</td></tr>
<tr><td>Course is Coordinated</td><td colspan="6">Management Department</td></tr>
<tr><td>ECTS/Credit Hours</td><td colspan="6">5/3</td></tr>
<tr><td></td><td colspan="3">Academic Year_____</td><td colspan="3">Semester II</td></tr>
<tr><td>Course Description</td><td colspan="6">This interdisciplinary course is designed to introduce students the meaning and concept of entrepreneurship, creativity, innovation and their manageable processes that can be applied across careers and work settings. It focuses on building entrepreneurial attitude and behavior that will lead to creative solution within community and organizational environments. The Course topics include the history of entrepreneurship, the role of entrepreneurs in the globalized economy and the identification of entrepreneurial opportunities. The development of a business ideas, products and services, marketing and developing new ventures, the examination of</td></tr>
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		feasibility studies and the social and ethical implications of entrepreneurship are incorporated. Besides, issues related to starting and financing a new venture are included. Finally, managing growth, transition and sustainability of the venture are considered. And forms of business organizations, legal and regulatory frameworks of governing the whole system are also encompassed in the course syllabus.	
Pre-requisite		**No Pre-requisite**	
Course Objectives		Upon the completion of this course, students will be able to: ▪ Define entrepreneurship within the context of society ▪ Identify business opportunities ▪ Prepare business plan ▪ Distinguish forms of business ownership ▪ Comprehend intellectual property rights in business practices ▪ Define basic marketing concepts ▪ Formulate context-based marketing strategies ▪ Identify and evaluate sources of financing new ventures ▪ Manage business growth and transition ▪ Practice ethical business with all stakeholders	
Expected Learning outcomes		The expected learning outcomes of this course are to produce innovative, creative, entrepreneurial team players, ethical and calculated risk-taking students who can run their own businesses efficiently and effectively.	
Course Competence		As the intension of the course entrepreneurship is preparing University students for self employment, the curriculum is designed focusing on changing the behavior of students. It is designed in such a way that graduates will be more of "job creators than job seekers". Much should be done on the behavioral aspects than the technical aspects of entrepreneurship. Students are expected to develop the basic competencies that successful entrepreneurs should possess.	
Week		**Topics and subtopics**	**Course Objectives and Competences to be Acquired**

<table>
<tr><td>Week 1&2</td><td>Chapter 1</td><td>1.1. Definition and philosophy of Entrepreneurship Vs Entrepreneurs
1.1.1. Historical origin of entrepreneurship
1.2.Type of Entrepreneurs
1.3. Role within the economy
1.4.Entrepreneurial Competence and Environment
1.4.1. Entrepreneurial Mindset
1.4.2. Demographic Factors
1.4.3. Entrepreneurial Environment
1.5. Entrepreneurship, creativity and innovation</td><td>After completing this chapter, students will be able to:
▪ Define the term entrepreneurship and entrepreneur
▪ Identify types of entrepreneur
▪ Recognize the role of entrepreneurship in the economy
▪ Analyze the entrepreneurial competences
▪ Differentiate the term creativity and innovation</td></tr>
<tr><td colspan="4">Activities</td></tr>
<tr><td></td><td></td><td>Teacher Activity</td><td>Student Activity</td></tr>
<tr><td></td><td></td><td>➢ Introducing objectives to the students
➢ Asking brain storming questions
➢ Giving brief introduction to the sub topics
➢ Giving class room and home based works
➢ Checking, evaluating, and giving feedback to student’s work
➢ Summarizing the chapter</td><td>➢ Define the term entrepreneurship and entrepreneur
➢ Discuss the role of entrepreneurship within the economy
➢ Explain the entrepreneurial competences</td></tr>
<tr><td colspan="3">Delivery Methods</td><td>Interactive Lecture, group discussion and reflection</td></tr>
<tr><td colspan="2">Assessment</td><td>Quiz</td><td>5%</td></tr>
<tr><td>Week 3,4&5</td><td>Chapter 2</td><td>Business Planning</td><td>Course Objectives and Competences to be Acquired</td></tr>
<tr><td></td><td></td><td>2.1. Opportunity Identification and Evaluation</td><td>After completing this chapter, students will be able to:</td></tr>
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		2.2. Business Idea Development 2.2.1 Business Idea Identification 2.2.2 Sources of Business Ideas 2.2.3 Methods for generating Business Ideas 2.3. The Concept of Business Planning 2.4. Business Feasibility 2.5. The Business plan 2.6. Developing a business plan	▪ Identify opportunity in the environment ▪ Evaluate the opportunities in the environment ▪ Generate business idea ▪ Explain the concept of business planning ▪ Identify components of business plan ▪ Develop business plan
Activities			
		Teacher Activity	**Students Activity**
		➢ Introducing objectives to the students ➢ Asking brain storming questions ➢ Giving brief introduction to the sub topics ➢ Giving class room and home based works ➢ Checking, evaluating, and giving feedback to student's work Summarizing the chapter	➢ Discuss business opportunities in the environment ➢ Generate business idea ➢ Synthesize the components of business plan ➢ Develop business plan
Delivery Methods			Interactive Lecture, group discussion and reflection
Assessment		➢ Group Project/ Business Plan Development ➢ Presentation	15% 5%
Week 6&7	**Chapter 3**	**Business Formation**	**Course Objectives and Competences to be Acquired**
		3.1. The Concept of Business Development	After completing this chapter, students will be able to:

		3.2. Forms of Business (a short explanation) 3.3. Definition and Importance of SMEs 3.4. Setting up small scale business 3.5 Roles of SMEs 3.6. Business failure and success factors. 3.6.1 Problems of small scale business in Ethiopia 3.7 Organizational structure and entrepreneurial team formation	▪ Explain the concept of business development ▪ Identify the forms of business ownership ▪ Define SMEs ▪ Analyze the importance of SMEs ▪ Set Up small scale business ▪ List role of SMEs ▪ Distinguish the failure and success factors of SMEs ▪ Identify the problem of small scale business in Ethiopia ▪ Develop organizational culture
Activity			
		Teaching Activity	**Student Activity**
		➢ Introducing objectives to the students ➢ Asking brain storming questions ➢ Giving brief introduction to the sub topics ➢ Giving class room and home based works ➢ Checking, evaluating, and giving feedback to student's work ➢ Summarizing the chapter	➢ Discuss the concept of business development ➢ Brainstorm the importance of SMEs ➢ Discuss the failure and success factors of SMEs
Delivery Methods			Interactive Lecture, group discussion and reflection
Assessment		➢ **Individual assignment**	**10%**
Week 8&9	**Chapter 4**	**Product or Services Development**	**Course Objectives and Competences to be Acquired**

		4.1. The Concept of product or service technology 4.2. Product or service development Process 4.3 Legal and regulatory frameworks 4.4 Intellectual Property Protection/Product or service protection 4.4.1 Patent 4.4.2 Trademarks 4.4.3 Copyrighting	After completing this chapter, students will be able to: ▪ Describe the concept of product and services ▪ List product or service development process ▪ Discuss the intellectual property protection
Activity			
		Teacher Activity	**Student Activity**
		➢ Introducing objectives to the students ➢ Asking brain storming questions ➢ Giving brief introduction to the sub topics ➢ Giving class room and home based works ➢ Checking, evaluating, and giving feedback to student's work ➢ Summarizing the chapter	➢ Describe the concept of product and services ➢ Analyze Product or service process ➢ Recognize legal and regulatory frameworks ➢ Describe intellectual property protection
Delivery Methods			Interactive Lecture, group discussion and reflection
Week 11&12	**Chapter 5**	**Marketing**	**Course Objectives and Competences to be Acquired**
		5.1.The Concept and philosophy of marketing 5.2. Marketing Mix and Strategies 5.3 Marketing Information System	After completing this chapter, students will be able to: ▪ Define marketing ▪ Identify Marketing mix and strategies

		5.3.1 Marketing intelligence 5.3.2 Marketing research 5.5. Competitive analysis 5.6 Selling and Customer Service	▪ Analyze components of marketing information system ▪ Explain competitive environment ▪ Describe customer service and selling process
Activity			
		Teaching Activity	**Student Activity**
		➢ Introducing objectives to the students ➢ Asking brain storming questions ➢ Giving brief introduction to the sub topics ➢ Giving class room and home based works ➢ Checking, evaluating, and giving feedback to student's work ➢ Summarizing the chapter	➢ Define marketing concept ➢ Discuss marketing mix strategies ➢ Differentiate components of marketing information system ➢ Explain competitive environment
Delivery Methods			Interactive Lecture, group discussion and reflection
Assessment		**Test**	**15%**
Week 13&14	**Chapter 6**	**Financing the new venture**	**Course Objectives and Competences to be Acquired**

		6.1 Overview of Business Financing 6.2 Source of financing 6.2.1 Equity financing 6.2.2 Debt financing 6.2.2.1 Trade credit 6.2.2.2 Lease financing 6.3 Traditional Financing (Equib/Edir, etc.) 6.4 Crowd Funding 6.5 Micro finance in Ethiopia	After completing this chapter, students will be able to: ❖ Know business financing ❖ Identify the sources of finance ❖ Understand with traditional financing techniques ❖ Familiarize with crowd funding ❖ Know Ethiopian micro finance system
Activity			
		Teaching Activity	**Student Activity**
		➢ Introducing objectives to the students ➢ Asking brain storming questions ➢ Giving brief introduction to the sub topics ➢ Giving class room and home based works ➢ Checking, evaluating, and giving feedback to student's work Summarizing the chapter	❖ Discuss business financing ❖ Identify the sources of finance ❖ Explore traditional financing techniques ❖ Aware about crowd funding ❖ Examine Ethiopian micro finance system
Delivery Methods			Interactive Lecture, group discussion and reflection
Week 15&16	**Chapter 7**	**Managing Growth and Transition**	**Course Objectives and Competences to be Acquired**
		7.1. Managing business growth 7.2. New venture expansion strategies 7.3. Business Ethics and Social Responsibility	After completing this chapter, students will be able to: ❖ Know how to manage business growth ❖ Understand business expansion

			strategies ❖ Know & Internalize business ethics & social responsibilities
Activity			
		Teaching Activity	**Student Activity**
		➢ Introducing objectives to the students ➢ Asking brain storming questions ➢ Giving brief introduction to the sub topics ➢ Giving class room and home based works ➢ Checking, evaluating, and giving feedback to student's work ➢ Summarizing the chapter	▪ Discuss business growth & its management ▪ Identify new venture expansion strategies ▪ Examine business ethics & social responsibility issues
Delivery Methods			**Lecture, group discussion and reflection , Discussion with Real World Entrepreneurs**
	Course Teaching Learning Methods	Listen to a lecture and take notes on the lesson treated, take part in reading assignment, Group Discussion, Individual reflection, Debate among groups, Case study discussion and analysis, Assignment presentation	
Assessment Methods		➢ Quiz 5% ➢ Test 15% ➢ Individual Assignment 10% ➢ Business Plan Preparation 15% ➢ Presentation 5% ➢ Final Exam 50%	
Commitment of Instructors and		**Preparedness:** You must come to class prepared by bringing with you the appropriate materials like handouts, worksheets and exercises given, text books and completed	

Learners	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:** Make 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 of University:	**Attendance:** It is compulsory to come to class on time and every time. If learners are going to **85%** during the term, they should not take this course **Assignments:** Learners must do their individual and group projects and submit on time. Any assignments will be submitted on and before the specified deadline. **Tests/Quizzes:** Learners have short quizzes and tests almost every unit. If they miss the class or, are late for class, they will miss the quiz or test and no makeup test or quizzes will be given for late arrivals. Therefore, learners are expected to comply with the rules and the regulations of the University as well. **Cheating:** Learners must do their own work and not copy and get answers from someone else. When learners are in class, there are strictly forbidden from chewing gum, consuming any addictive substances, listening to recorders or CD players, or being involved in acts that interrupt the normal teaching-learning process. Besides, learners are required to switch off their cell phones before class and exam sessions. Learners who attempt to disobey these rules and regulations will be subject to disciplinary measures accordingly to the Senate Legislations of the University.
Reference & Texts	**Recommended Text book** Hirsh RobertD. and D. and Peters MichaelP. "Entrepreneurship" Fifth Edition, Tata McGraw Hill Edition, 2002. **Further References** ❖ Justin G. Longenecker and Carlos W. Moore, Small Business Management 12th edition, College Division South Western Publishing Co. Dallas, 2003

- Holt David H. “Entrepreneurship – New venture Creation “Eastern Economy Edition, 2000.
- DonaldF.Kutatko and RichardM.Hodgetts, “Entrepreneurship: A Cotemporary Approach” Fourth Edition.
- HailayGebretinsae, Entrepreneurship and Small Business Management, 2nd Edition.
- Hodgetts, RichardM.Kurakto, DonaldF. “Entrepreneurship: A contemporary approach “. Fourth Edition, the Dryden Press, 1998.

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