

PRE-REQUISITE(S)

No pre-requisite is required

CREDIT HOURS

3

SYNOPSIS

Entrepreneurship is not confined to the context of new ventures or start-ups. For example, entrepreneurship can occur within large and mature organisations, and as often as not occurs within the non-profit sector. This course is designed to explore a range of different perspectives on entrepreneurship and the activities of entrepreneurs. Upon completion of this module, learners will be able to critique on entrepreneurship and entrepreneur, besides appraising the mechanisms for growing and exiting from entrepreneurial venture. Learners will also be able to examine legal issues that confront entrepreneur, from start-up to IPO, in order to make good business decisions and address the managerial concerns associated with growing venture.

LEARNING OUTCOMES

- Critically evaluate theories and concepts underpinning entrepreneurship.
- Develop creative and innovative ways in organising and managing enterprise resources in business case settings.
- Relate entrepreneurial and ethical leadership practices to a variety of business issues towards a socially responsible organization.

TOPICS

- Topic 1 Basic Entrepreneurship Concepts: The Entrepreneurship Imperative for Society and Economy (including sustainable entrepreneurship)
1. Types and roles of entrepreneurs
 2. Theories of entrepreneurship
 3. Entrepreneurship myths and entrepreneurship education
- Topic 2 Management & Leadership: Entrepreneurial Leadership and Venture Mindset (including considerations of ethical and legality in the context of new technologies)
1. Psychological profile of entrepreneurs
 2. Effectuation vs causal thinking
 3. Stress and the entrepreneurs' career lifecycle
 4. The entrepreneur's ego, ethical stance and social leadership

- Topic 3 Targeting the Customer: Value Proposition, Market Targeting and Positioning
1. "Pain points" vs. "value delivered"
 2. Competitive positioning vs user empathy
 3. The "paying customer"
- Topic 4 Innovation: Prospecting and the Creative Pursuit of Innovative Ideas
1. Learning, experience & opportunity recognition
 2. Innovation vs entrepreneurial opportunity
 3. Pitfalls and alternative pathways to entrepreneurship
- Topic 5 Redefining the Business Plan: Pivoting the Business Model
1. The problem with business plans
 2. Lean business models
 3. The logic of value creation
- Topic 6 Building an Operations Plan: Prototyping and the Minimum Viable Product
1. Design, science and wicked problems
 2. Cognitive styles & design thinking process models
 3. Dominant designs & minimum viable product (MVP)
- Topic 7 Sources of Capital, Cash Management and Financial Projections
1. Sources of capital at various stages of venture development
 2. Innovation accounting & start-up analytics
 3. Actionable metrics vs vanity metrics
- Topic 8 Growing the Venture
1. Entrepreneurial versus administrative dilemma at different stages of venture development
 2. Possible sources for growth
 3. Product/market fit & engines of growth

ASSESSMENT DETAILS

Continuous Assessment	%
Individual Presentation	20
Individual Assignment 1	30
Final Assessment	%
Individual Assignment 2	50

PRESCRIBED TEXT

Main:

Katz, J., & Green, R. (2021) Entrepreneurial Small Business. New York: McGraw-Hill Education.

Frederick, H., O'Connor, A. & Kuratko, D.F. (2019). *Entrepreneurship: Theory, Process, and Practice* (5th ed.). Cengage Learning Australia.

Additional References:

Farrell, L. (2018). *The Entrepreneurial Attitude: Lessons From Junior Achievement's 100 Years of Developing Young Entrepreneurs*. New York: McGraw-Hill Education.

Wooditch, B. (2019). *Fail More: Embrace, Learn, and Adapt to Failure As a Way to Success*. New York: McGraw-Hill Education.

Warner, T.J. (2019). *The Big Stretch: 90 Days to Expand Your Dreams, Crush Your Goals, and Create Your Won Success*. New York: McGraw-Hill Education.