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| Course Name | : Entrepreneurship Skills & Practice |
| Course Code | : APBSCH 407 |
| Course Level | : Level 4 |
| Credit Unit | : 4 CU |
| Contact Hours | : 60 Hrs |

Course description

The Course explains different approaches to entrepreneurship theory, differentiate between myths & realities about entrepreneurs, differentiate between Intrapreneurship and entrepreneurship, analyze the causes of early failures of entrepreneurial ventures, factors that determine emergence of entrepreneurs, creating and developing the business, searching for and generating business ideas, buying and starting a business, financing new ventures, and franchising.

Course objectives

- To provide awareness and ability to identify opportunities, challenges, and procedures and creates enterprise culture among students.
- To help in changing the attitudes of students so as to become entrepreneurial figures in their everyday lives.
- To help students receive proven strategies and support for starting, managing and growing business.
- To provide knowledge and skills to students in order to develop business plans as well as searching for business ideas.

Course Content

Introduction

- Key elements in the definition of entrepreneurship
- Who is an entrepreneur
- Who is a social entrepreneur
- Why is there a growing need for social entrepreneurs
- Characteristics of social entrepreneurs
- The nature of entrepreneurship
- Approaches to entrepreneurship theory
- Myths and realities about entrepreneurs
- Causes of early failures of entrepreneurial ventures
- What government can do to encourage new enterprises

Factors that determine emergence of entrepreneurs

- Personality factor
- Upbringing factor
- The employment/work history

- Social factor growth of the service sector
- Environmental factors

Creating and developing the business

- Searching for business ideas
- Sources of ideas

Methods of generating ideas

- The focus group
- Brain storming
- Problem inventory analysis
- Strategic window I use to selecting ideas

Buying or starting a business

- Questions to ask before buying a business
- Advantages of buying a business
- Disadvantages of buying a business
- Advantages of starting a business
- Disadvantages of starting business

The business plan

- Overview of a business plan
- Reasons for writing a business plan
- Contents of a business plan

Intrapreneurship (Corporate Intrapreneurship)

- Definition of corporate Intrapreneurship
- Advantages of Intrapreneurship
- Conditions for establishing Intrapreneurship in organizations
- Importance of Intrapreneurship
- Classifications of Intrapreneurship
- Corporate new ventures creation
- What retards Intrapreneurship

Financing new ventures

- Sources of finances
- Advantages of each source
- Disadvantages of any associated source
- Advantages associated with debt financing
- Factors considered before extending a loan

Venture Capital

- Overview of venture capital
- Consideration when raising venture capital
- Advantages of venture capital financing

Franchising

- Description of the term franchising
- Advantages of franchising
- Disadvantages of franchising
- Questions to ask before franchising
- Key things to consider when planning to purchase a franchise

- Areas covered by a typical agreement
Other related topics; Social Entrepreneurs as engines of innovation, patient capital, procuring social investment, social return on investment & its importance, community members as social entrepreneurs, supporting local entrepreneurial talent

Mode of delivery Face to face lectures

Assessment

Coursework 40%

Exams 60%

Total Mark 100%

REFERENCES

1. Mohnot, Ashni. "Coaxing Ghost Social Entrepreneurs Out of the Woodwork."As quoted in Mohnot, Ashni. "Coaxing Ghost Social Entrepreneurs Out of the Woodwork."2009.
2. The majority of poor people come from rural areas, see "Kick Start: What We Do: Lessons Learned". "Kick Start: What We Do: Lessons Learned." *KickStart*. KickStart.2007
3. "VAAFD-Vision Awake for Africa Development." *VAAFD*. 25 Jun 2009 <<http://www.vaafd.com/programs.php>>.
4. As quoted in Lee. Allison. "Letters From Buduburam," *The Daily Nightly* 01 Aug 2007. MSNBC. Web.24 Jun 2009.
5. "Kick Start: What We Do: Lessons Learned." *KickStart*. KickStart. 24 Jun 2009 <<http://www.kickstart.org/what-we-do/lessons/>>.
6. Mohnot, Ashni. "Coaxing Ghost Social Entrepreneurs Out of the Woodwork." [Weblog The Pop!Tech Blog] 22 Jun 2009. Pop!tech. Web.24 Jun 2009.