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**KING SAUD UNIVERSITY**

COLLEGE OF BUSINESS ADMINISTRATION

**COURSE SYLLABUS**

Entrepreneurship

(MGT – 103)

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| --- | --- |
| **Course Level:** | Undergraduate (BBA) |
| **Credit Hours:** | 3 |
| **Course Instructor:** | Dr. Khawaja Jehanzeb  059-7060679  kjehanzeb@ksu.edu.sa |
| **Consultation Hours:** | Sunday and Tuesday (12:00pm to 3:00pm) |
| **Pre-requisite:** | MGT-101 |
| **Lecture Timing** | Sunday 03:00 – 04:20pm  Tuesday 03:00 – 04:20pm |
| **Recommended Book** | Entrepreneurship 6th edition by Burce Barringer & Duane Ireland  Published by Pearson 2019 |

**Course Description:**

This purpose of this course is to familiarize students to the philosophy of entrepreneurship and its practical implementation. It emphases on different stages associated to the recognizing opportunities and ideas, feasibility analysis, developing effective business plan, preparing a proper ethical and legal foundation, funding, and strategies for firm growth. The case based on a mixture of theoretical exploration and case studies from the real-world which will help the students to develop an understanding of successes, opportunities and risks of entrepreneurship. This course is further assist to students develop the ability of analyzing different aspects of entrepreneurship – particularly of taking over the risk, and the pattern of entrepreneurship development and, lastly, to contribute to their entrepreneurial and managerial potentials.

**Course Objectives:**

After the completion of this course students will be able to:

1. Evaluate the business environment in order to categorize business opportunities
2. Identify the fundamentals of success of entrepreneurial ventures
3. Consider the legal and financial conditions for starting a business venture
4. Understand their personal business plan
5. Assess the effectiveness of different entrepreneurial strategies
6. Specify the basic performance indicators of entrepreneurial activity
7. Explain the significance of marketing and management in small businesses venture

**Required Book:**

Entrepreneurship 6th edition, Burce R. Barringer & Duane Ireland

Published by Pearson 2019

**Attendance:**

It is compulsory to attend at least **75%** of all classes. Any student failing to attend 75% of the classes will not be able to sit in final exam.

**Make-ups Exams:**

If a student misses the mid-terms he has to provide a documented proof for the reason of the absence in order to appear in the make-up exams. Moreover, late submission of any required assignment means getting less marks for that assignment.

**Note:**

* Every student must bring the prescribed book in the class.

**Assessment:**

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| --- | --- | --- | --- | --- |
| **Assessment Task** | **Length** | **Weight** | **Due Day and Time** | |
| Mid Exam 1 | 50 minutes | 20% | 6th Week |  |
| Mid Exam 2 | 50 minutes | 25% | 11th Week | |
| Assignments & Class participation | Various weeks | 15% | Various Weeks in Class | |
| Final Examination | 2 hours | 40% | During Formal Examination Period | |

Students must complete each component of the assessment to the satisfaction of the course instructor, and achieve an overall mark of **at least 60%** in order to pass the course. All components of the above assessment are compulsory, and must be completed in order to obtain a pass grade. Students are expected to perform satisfactorily in each item.

**Course Detail:**

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| WEEKS | TOPICS | CHAPTERS |
| 1 - 2 | Introduction to Entrepreneurship | 1 |
| 3 | Recognizing Opportunity and Generating Ideas | 2 |
| 4 | Feasibility Analysis | 3 |
| 5 | Developing an Effective Business Model | 4 |
| **6th week** | **Mid Exam 1** |  |
| 6 - 7 | Writing a Business Plan | 6 |
| 8 | Preparing the Proper Ethical and Legal Foundation | 7 |
| 9 - 10 | Building a New-Venture Team | 9 |
| **11th week** | **Mid Exam 2** |  |
| 11 - 12 | Getting Financing or Funding | 10 |
| 13 | The Importance of Intellectual Property | 12 |
| 14 | Preparing for and Evaluating the Challenges of Growth | 13 |
| 15 | Strategies for Firm Growth | 14 |