Course Objective:

1. To acquaint the students with the virtues of entrepreneurship for the society so as to enable them to consider it as one of the early or late career options.
2. To appreciate the role of entrepreneurship in economic growth and thereby personal career growth of business managers.

The Course imparts knowledge about Entrepreneurial and Intrapreneural process business cycle and general guideline for establishing a new business enterprise at a small or large level in a Dynamic Business Environment.

Prerequisites: MGT 201, FIN 201, MKT 201

Sessions | Topic for Pre-class Reading | Chapter No.
--- | --- | ---
1-2. | Course Introduction – Nature and Importance of Entrepreneurs | (HPS) 1
3. | The Nature and Importance of Entrepreneurs. | (HPS) 2
4. | The Entrepreneurial and Intrapreneural Mind. | (TIM) 1
5-8. | The Purposeful Innovation and Seven Sources for Innovative Opportunity | (PFD pp 19 to PFD-pp 128)
9. | Establishing a Business Incubators | Dr. Shahid Mir*
10. | Business Incubators Pros. & Cons | Dr. Shahid Qureshi*
11-12. | Business Plan | (HPS-7)
13. | Accessing Business Finance | Mr Saleem Umar*
15. | Entrepreneurial Strategy: Generating and Exploiting New Entries. | (HPS) 13
16. | Strategies for Growth and Managing the Implications of Growth. | (HPS) 14
17. | Accessing Resources for Growth from External Sources. | (HPS) 15
18. | Franchising | (BYG pp385to 410)
19. | Going Public. | (HPS) 16
20. | Ending the Venture. | (HPS) 17
21-23. | 3-Cases and Class Presentations. | 
24-28. | Business Plan Presentations | 

*Above is the tentative allocation of Sessions which may be rescheduled or held in extra time or taken as combined session of both the Campuses subject to availability and convenience of expert speakers. The changes will be announced in the class or through C.R.

During First 15 Minutes of Session Nominated Students will be asked to Present Article from HBR or any Journal of Repute. Article should not be published before 2008.
Text:

1) Entrepreneurship:
   Robert D. Hisrich, Ph. D, Michael P. Peters, Ph. D. Dean A. Shepherd.
   Sixth Edition- McGraw Hill. (HPS)

2) Innovation and Entrepreneurship- Practice and Principles by Peter F. Drucker-

3) New Venture Creation by Jeffry A Timmons & Stephen Spinelli (TIM)

4) Portable MBA in Entrepreneurship by William D Bygrave (BYG)

Add. Suggested Reading:-

   1) Entrepreneurship-a Recipe for economic development By Dr S.M. Naqi
   2) Entrepreneurs - By Dr. S. M. Naqi

Suggested Web Sites:

www.shell.livewire.com
www.tameer.org.pk
www.smeda.org
www.intilaqa.org (Oman) Email: intilaqa@omantel.net.om
http://mauritius.shell-livewire.com Email:livewire@intent.mu

For Sirilanka: Email: hiran/lw@itclub.lk
www.jstor.org
Plus other IBA Web Site and Internet Resources

Marks Allocation:

<table>
<thead>
<tr>
<th>Category</th>
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<tr>
<td>2 TERM EXAMS</td>
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<tr>
<td>Average of 3 Quizzes 5 marks each</td>
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<tr>
<td>Business Plan</td>
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<tr>
<td>Assignments, Due Diligence,</td>
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<td>Class Participation-IBA core values)</td>
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<tr>
<td>Final</td>
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<tr>
<td><strong>Total Marks</strong></td>
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