

**School of Business**

**Department of Management**

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| **Course Name:** | **Entrepreneurship** |
| **Course Code**  **& Section No:** | **MGT.368**  **Sections:** |
| **Semester:** | **Spring 2019** |

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| Instructor & Department Information | |
| 1. **Instructor Name:** | MAHTAB MUNTAZERI |
| 1. **Office:** | NAC711 |
| 1. **Office Hours:** | TBA |
| 1. **Office Phone:** |  |
| 1. **Email Address:** | mahtab.muntazeri@northsouth.edu |
| 1. **Department:** | Management, School of Business& Economics |
| 1. **Links:** | North South University Website: <http://www.northsouth.edu>  School of Business Website: http://www.northsouth.edu/academic/sob/ |

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| Course & Section Information | |
| **Class Time & Location** | |  |  |  |  | | --- | --- | --- | --- | |  |  |  |  | |  |  |  |  | |  |  |  |  | |
| **Course Prerequisite(s)** |  |
| **Course Credit Hours** | 3:0 |
| **Course Description** | Entrepreneurship is a course fully designed to provide students with a soul foundation in understanding the rewards and risks of owning or operating a business enterprise. Emphasis will be placed on the mastery of skills needed to plan, organize, manage and finance a small business. Area of studying will include production, marketing, finance, human resource, and global competition, social, environmental and legal issues. |
| **Course Objectives** | Upon successful completion of this course, course participants will have a working knowledge of the following:   1. Explain the basic concepts leading to success in business entrepreneurship. 2. Explain the components of business. 3. Identify the function of promotion in business. 4. Identify the concepts of management for a business. |
| **Student Learning Outcomes** | Upon the successful completion of this course, a student will be able to:   1. Demonstrate effective written and oral communications skills (project) 2. Work effectively in teams (project) 3. The ability to appreciate a global perspective (Case Study) |

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| Learning Resources And Textbook(s) |

**Text Book(s)**

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| **Author** | **Title** | **Edition & Year** | **Publisher** | **ISBN** |
| Robert D Hisrich | Entrepreneurship | 10th | Ms.Graw Hill | ISBN-10: 0078029198 |

**Others (Reference Books, CD ROMS, DVDs, e-Library, Internet, Articles …)**

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| **Author** | **Title** | **Edition & Year** | **Publisher** | **ISBN** |
| Timothy S. Hatten | Small Business Management- Entrepreneurship and Beyond | Fifth Edition | Cengage Learning, 2011 | ISBN-13: 978-0538453141 |

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| Teaching STRATEGY (classroom, blended, self-directed, through power point slides, and Cases…) |

The class will be conducted through various activities including presentation of concepts and situations, discussion and exchanges of ideas, student initiative and active involvement, cases reflecting real world context, and project. Students are expected to actively involve and to take initiative for their own learning experience.

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| Assessment Strategy and Grading Scheme | |
| **Grading tool** | **Points** |
| Mid-term examination | 20% |
| Creation of Local Entrepreneurial Case | 10% |
| 2 In Class Cases Study | 10% (5% each) |
| Business Plan | 20% |
| Business Plan Presentation | 5% |
| Quizzes | 5% |
| Final examination | 25% |
| Attendance & Class Participation | 5% |

Please Refer to NSU Student Handbook, Section: “Grading Policy”

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| A | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 93 | 90 | 87 | 83 | 80 | 77 | 73 | 70 | 67 | 60 | <60 |

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| Classroom Rules of Conduct | |
| 1. You may use your **laptops** in the class for class related work. Do not use your laptop for non-class related work or in any manner that will be distracting to other students or the instructor. 2. Use of **cell phones** in class is not permitted. 3. Students are advised to frequently refer to the **Student Handbook of North South University** on the following link: 4. **Academic Integrity Policy:**   School of Business does not tolerate academic dishonesty by its students. At minimum, students must not be involved in cheating, copyright infringement, submitting the same work in multiple courses, significant collaboration with other individuals outside of sanctioned group activities, and fabrications.  Students are advised that violations of the Student Integrity Code will be treated seriously, with special attention given to repeated offences. Please Refer to NSU Student Handbook, Sections: “Disciplinary Actions” and “Procedures and Guidelines”. | |
| **Late Assignment Policy** |  |
| Promptness is a highly valued attribute in the workplace. Studentsareexpected to plan ahead to meet deadlines. In this course, submitting assignments late will be penalized. For each day late, 10 percent will be deducted from the value of the assignment. | |
| **Group ProjectS Policy** |  |
| Each group (between 2-4 students) will submit a final report consisting of 10,000 words (hard copy and electronic copy). Each team will alsopresent the project for 20 to 25 minutes.More details about the structure, components, time and criteria for assessment of the project will be announced during the semester. | |
| Exams & Make Up Policy | |
| In order to complete the course, students must submit all the required assignments and sit for the exams. Make-up exams are not given unless there is a major circumstance preventing the student from sitting in the exam (official material evidence is required). The timing of the make-up is to be fixed with the instructor of the course, if granted. Cell phones are prohibited in exam sessions. | |
| Attendance Policy | |
| Students are required and expected to attend all classes and participate in class discussions. North South University mandates to fail students who are absent 25% or more from their classes, even if such absences are excusable.  Please Refer to NSU Student Handbook, Section: “Study Principles and Policies” | |
| Communication Policy | |
| All communications should take place using the instructor’s email. Announcements in the notice during the semester will override any statement made here or in any other handouts. It is the student’s responsibility to be aware of any announcements made by faculty. | |
| Appropriate Use Policy | |
| All members of the North South University community must use electronic communications in a responsible manner. The University may restrict the use of its computers and network systems for electronic communications subject to violations of university policies/codes or local laws or national laws. Also, the university reserves the right to limit access to its networks through university-owned or other computers, and to remove or limit access to material posted on university-owned computers. | |

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| Students With Special Needs |
| North South University will provide educational opportunities that ensure fair, appropriate and reasonable accommodation to students who have disabilities/special needs that may affect their ability to participate in course activities or meet course requirements. Students with disabilities are encouraged to contact their instructors to ensure that their needs are met. The University through its Special Need section will exert all efforts to accommodate special needs.  Special Needs Section  Telephones: Location:  Email: Please Refer to NSU Student Handbook, Section: “Special Needs Services” |

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| Students Complain Policy |  |

Students at North South University have the right to pursue complaints related to faculty, staff, and other students.  The nature of the complaints may be either academic or non-academic.  For more information about the policy and processes related to this policy, you may refer to the students’ handbook.

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| Course Contents &Schedule |  |

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| **Lecture** | **Topic** | **Instruction & Deadlines** |
| **1** | Chapter: Entrepreneurship and the Entrepreneurial Mind-Set |  |
| **2** | Chapter: Entrepreneurial Intentions and Corporate Entrepreneurship |  |
| **3** | Chapter: Entrepreneurial Strategy: Generating and Exploiting New Entries |  |
| **4** | Chapter: Business Environment Analysis  &In Class Case Study | **(Case study based on Chapter 1-3)** |
| **5** | Chapter: Creativity and the Business Idea |  |
| **6** | Chapter: The Business Plan: Creating and Starting the Venture |  |
| **7** | Chapter: The Marketing Plan |  |
| **8** | Chapter: Intellectual Property and Other Legal Issues for the Entrepreneur |  |
| **9** | **Case Study & Quiz (case study based on Chapter 4-7)** | **(Business plan part 1 Submission)** |
| **10** | **MID TERM EXAMINATION 1 ( From Lecture 1 - 9)** |  |
| **11** | Chapter: Strategies for Growth and Managing the Implication of Growth |  |
| **12** | Chapter: The Organizational Plan |  |
| **13** | Chapter: The Financial Plan |  |
| **14** | Chapter: Sources of Capital |  |
| **15** | **Quiz &** Chapter: Sources of Capital | **(Case study based on Chapter10-11)** |
| **16** | Chapter: Informal Risk Capital, Venture Capital and Going Public |  |
| **17** | Chapter: Social Enterprise: Theory and Practice | **(Business plan part 2 Submission)** |
| **18** | Chapter: Risk Management |  |
| **19** | Chapter:Accessing Resources for Growth from External Sources |  |
| **20** | **Quiz & Case Study** | **(Case study based on Chapter 10-11)** |
| **21** | Chapter: Global Aspect of Entrepreneurship |  |
| **22** | Chapter: Succession Planning& Ending the Venture | **(Final Project Submission)** |
| **23** | **Business Plan Presentation** |  |
| **24** | **Business Plan Presentation** |  |
| **25** | **Final Exam (as per NSU Schedule)** |  |

Note: The instructor reserves the right to make changes to the syllabus and class numbers if necessary.