

Course Code: BCOM E3025
Title: Entrepreneurship
Type/Status: Core

Aims :

This course unit is designed to provide students with the skills and practice to pursue a career as professional entrepreneurs or as innovative executives in large organizations and who may later face the task of managing the firm or a sub unit in an entrepreneurial and innovative context.

Learning Outcome: By the end of this course unit, students should be able to:

- critically evaluate how established corporations can renew and revitalize themselves the innovation and entrepreneurial activities.
- design the new ventures to optimize the odds for success in a corporate frame work.
- evaluate the importance of creativity and innovativeness and corporate strategy in an organization and its effect on achieving sustainable entrepreneurial performance.

Course Content:

Nature of Entrepreneurship. Definitions. Significance of Entrepreneurship. Evolution of Entrepreneurship. Entrepreneurial Opportunities. Opportunity Recognition. Opportunity Exploitation. Entrepreneurial Motivation. Introduction to Corporate Entrepreneurship. Corporate Venturing. Strategic Renewal. Creativity. Innovation. Entrepreneurial Networking. Entrepreneurial Orientation. Entrepreneurial Growth.

Method of Teaching & Learning:

Seminars & self learning

Scheme of Evaluation:

End year examination

Recommended Readings:

Kuratko, D.F. and Hodgetts, R.M. (2004). *Entrepreneurship: Theory, Process and Practice*. (6th ed.). Thomson, South-Western.

Timmons, J. A. and Spinelli, S. (2003). *New Venture Creation - Entrepreneurship for the 21st Century*. New York: Irwin/McGraw-Hill.

Adelman and Marks, (2007). *Entrepreneurial Finance*. (4th ed.). Prentice Hall.

Wickham, (2006). *Strategic Entrepreneurship*. (4th ed.). Prentice Hall.

Bruce R. Barringer and R. Duane Ireland, (2012). *Entrepreneurship: Successfully launching new ventures*. (4th ed.). Pearson education Ltd.