

COURSE OUTLINE

Department & Faculty: Dept. of Management FULL TIME PROGRAMME <i>UTMSpace</i>	Page :
Course Code : Entrepreneurship and Enterprise Development (UHAS 1102) Total Lecture Hours : 28 hours	Semester: Academic Session:

Lecturer	:	
Room No.	:	
Telephone No.	:	
E-mail	:	
Synopsis	:	This course introduces the student to the concept of entrepreneurship and skills, and information that entrepreneurs use to lead a business. The course examines key organizational attributes necessary for organization to succeed in business environment. The attributes include strategic planning, marketing, financing, legal matters, and cash flow. Finally, the course is designed to help the student build the skills to develop and write a good business plan.

LEARNING OUTCOMES

By the end of the course, students should be able to:

No	Course Learning Outcome	Programme Learning Outcome(s) Addressed	Taxonomy and KI levels	Assessment Methods
1.	Explain the fundamental concepts and principles of entrepreneurship and characteristics of entrepreneur.	PO1	C2	Lecture and Discussion
2.	Classify entrepreneurs, managers, and leaders as change agents.	PO1	C3	
3.	Apply general managerial methods and creativity to support decision making.	PO1	C3	
4.	Response to idea clearly and effectively as well as gives feedback.	PO4	P3 CS1-CS3	Discussion and Group Project
5.	Assist team member to work as a group in gathering, analysing and reporting on business ideas into proper planning.	PO5	A3 TS1-TS3	Lecture, Discussion and Group Project
6.	React to needs to develop and write a business model and business plan.	PO7	P3 KK1-KK2	Lecture, Discussion and Group Project

STUDENT LEARNING TIME

COURSE OUTLINE

Department & Faculty: Dept. of Management FULL TIME PROGRAMME <i>UTMSpace</i>	Page :
Course Code : Entrepreneurship and Enterprise Development (UHAS 1102) Total Lecture Hours : 28 hours	Semester: Academic Session:

Teaching and Learning Activities	Student Learning Time (hours)
A. Face-to-face Learning	
1. Lecture	22
2. Tutorial	-
3. Student Centered Learning	6
B. Self Directed Learning	
1. Project	41
2. Revision	6
3. Assessment Preparation	2
C. Formal Assessment	
1. Continuous Assessment : test	3
2. Final Exam	0
Total	80

TEACHING METHODOLOGY

Lecture and Discussion, Co-operative Learning, Independent Study, Individual Assignment, Group Assignment

LECTURE WEEKLY SCHEDULE

Week 1	The Nature and Importance of Entrepreneurs Opening profile: Ted Turner / Les-Copaque (Upin- Ipin) <ul style="list-style-type: none"> • Nature and the development of Entrepreneurship • Definition of Entrepreneurship • The Entrepreneurial decision process • Types of Start-up • Role of Entrepreneurship in Economic Development • The Future of Entrepreneurship 	2hours
Week 2	The Business Plan- Writing a Business Plan Opening profile: Joseph Wilson <ul style="list-style-type: none"> • What is the Business Plan • Who should write a business plan • Scope and value of the Business Plan- Who reads the Plan? • When to write the business Plan • Information Needs: <ul style="list-style-type: none"> a) Market Information b) Operation Information Needs c) Financial Information Needs (Invited Speakers from Financial 	2 hours

COURSE OUTLINE

Department & Faculty: Dept. of Management FULL TIME PROGRAMME <i>UTMSpace</i>	Page :
Course Code : Entrepreneurship and Enterprise Development (UHAS 1102) Total Lecture Hours : 28 hours	Semester: Academic Session:

	<p style="text-align: center;">Institutions)</p> <p>An Overview</p> <ul style="list-style-type: none"> • Debt or Equity Financing • Internal or External Funds <p>Personal Funds</p> <p>Family and Friends</p> <p>Commercial Banks</p> <ul style="list-style-type: none"> • Types of Bank Loans • Cash Flow Financing • Bank Lending Decisions • Small Business Administration Loans 	
Weeks 3	<p>The Business Plan- Writing a Business Plan (Cont')</p> <ul style="list-style-type: none"> • Using the internet as a resource tool • Writing the Business Plan <ol style="list-style-type: none"> a) Introductory Page b) Executive Summary c) Industry Analysis d) Description of Venture e) Production Plan f) Marketing Plan Organizational Plan g) Assessment of Risk h) Financial Plan • Using and Implementing the Business Plan <ol style="list-style-type: none"> a) Measuring Plan Progress b) Updating the Plan • What a business plan need to accomplish • Intellectual property • Patents, trademarks, copyrights, trade secrets,licensing 	2 hours
Test 1		
Weeks 4	<p>Creativity and the business idea</p> <p>Opening profile: Ken Olsen</p> <ul style="list-style-type: none"> • Sources of new ideas <ol style="list-style-type: none"> a) Consumers b) Existing Companies c) Distribution Channels d) Federal Government e) Research and Development • Methods of generating ideas <ol style="list-style-type: none"> a) Focus Group b) Brains Storming c) Problem Inventory Analysis • Creative problem solving Brainstorming and Reverse Brainstorming, Synectics, Gordon Method, Checklist Method, Free association, Forced Relationship, Collective Notebook Method, Heuristics, Scientific Method, Value Analysis, Attribute Listing, Matrix Charting, Big-Dream Approach, Parameter Analysis • Product Planning Stage <ol style="list-style-type: none"> a) Establishing Evaluation Criteria 	2 hours

COURSE OUTLINE

Department & Faculty: Dept. of Management FULL TIME PROGRAMME <i>UTMSpace</i>	Page :
Course Code : Entrepreneurship and Enterprise Development (UHAS 1102) Total Lecture Hours : 28 hours	Semester: Academic Session:

	b) Idea Stage c) Concept Stage d) Product Development Stage e) Test Marketing Stage	
Weeks 5	The Marketing Plan Opening profile: Michael S. Dell <ul style="list-style-type: none"> • Market research for the new venture • Understanding the Marketing Plan • Characteristics of a Marketing Plan • Steps in preparing the Marketing Plan • Contingency planning • Why some plan fail? 	2 hours
Weeks 6	The Financial Plan <ul style="list-style-type: none"> • Operating and Capital Budgets • Pro Forma Income Statement • Breakeven Analysis • Pro Forma Cash Flow • Pro Forma Balance Sheet • Pro Forma sources and uses of fund Test 2	2 hours
Weeks 7	Invited Malaysian Entrepreneur Business Plan Discussion	2 hours
Weeks 8	MID TERM BREAK	
Weeks 9 Test 2	Invited Malaysian Entrepreneur (Financial Institution) Business Plan Discussion	2 hours
Week 10	Invited Malaysian Entrepreneur (Johor Corp) Business Plan Discussion	2 hours
Weeks 11	Invited Malaysian Entrepreneur (AI-Ekhsan **X-UTM student) Business Plan Discussion	2 hours
Weeks 12	Invited Malaysian Entrepreneur (Owner of DCL) Business Plan Discussion	2 hours
Weeks 13	Business Plan Presentation	2 hours
Weeks 14	Business Plan Presentation	2 hours

COURSE OUTLINE

Department & Faculty: Dept. of Management FULL TIME PROGRAMME <i>UTMSpace</i>	Page :
Course Code : Entrepreneurship and Enterprise Development (UHAS 1102) Total Lecture Hours : 28 hours	Semester: Academic Session:

Weeks 15	Business Plan Presentation	2 hours
-----------------	-----------------------------------	----------------

REFERENCES:

Hisrich, R. D. And M.P. Peters (2009) Entrepreneurship. 8th Editions. Irwin McGraw-Hill. Kuratko, D.F. (2008) Entrepreneurship- Theory, Process, Practice. 8th Edition. South-Western, OH

Kawasaki, G., (2004) The Art of The Start. Penguin Group, New York

Hargadon, A. (2003) How Breakthroughs Happen: The Surprising Truth About How Companies Innovate, Harvard Business School Publishing.

Michalko, M. (2006) Thinkertoys: A Handbook of Business Creativity, Ten Speed Press, Berkeley, California.

Keusahawanan, MEDEC UiTM 2002

GRADING

No.	Assessment	Number	Each Assessment %	Overall %	Dates
1	Project (Peer Review Sheet)	1	70	70	
2	Test 1	1	10	10	
3	Test 2	1	10	10	
4	Assignment	1	10	10	
	Overall Total			100	