

## AEN 4206 NEW VENTURES AND ENTREPRENEURSHIP

Lecturers        Mr. Allan Komakech        (B.Sc. Agric, MSc. Agric Eng)  
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Course Type:    CORE (B.Sc. Agric. Engineering)

### 1. COURSE DESCRIPTION

Course Credits (CU):    3 CU i.e. 45 Contact Hours per semester

Course Duration: 15 weeks (45 hours) i.e. 30 LH, 30 PH

#### COURSE DESCRIPTION

The venture life cycle and some models of the enterprise; Innovation and entrepreneurship – views of Peter Drucker; Entrepreneurship and Technology; From Technology to Business; Initial capital sources for technology based ventures; The Venture life cycle; The Business Plan; Strategic Management – Sustaining the Business

**New course description:** introduction to a business plan; content of a business plan; products and services; marketing plan; operational plan; management and organisation; structure and capitalisation; financial plan; attachments to a business plan.

### 2. COURSE OBJECTIVES

- The main objective is to create awareness and some application skills in the management of innovation and the creation of technology based ventures.
- Familiarise a student with the scope, content and functions of a business plan and to establish an initial level of skill in the compilation of business plans

The specific objectives are to:

- To develop a better understanding of entrepreneurial aptitude and goals.
- To understand the process of opportunity recognition and analysis.
- Write a business plan at the end of the course unit.

### 3. RECOMMENDED REFERENCES FOR READING

- Drucker, P.F., (1994): Innovation And Entrepreneurship . Butterworth-Heineman, Oxford, UK.
- Siegel, E.S., Ford, B.R., Bornstein, J.M (1993): The Ernst & Young Business Plan Guide, 2<sup>nd</sup> Edition, New York. John Wiley & Sons.
- Black, Z, MacMillan (1985). Milestones for successful venture planning. Harvard business review, Sept-Oct. pp 184-196.
- [www.entrepreneurship.com](http://www.entrepreneurship.com)
- [www.businessownersideacafe.com](http://www.businessownersideacafe.com)
- [www.peerspectives.org](http://www.peerspectives.org)
- [www.entrepreneurship.mit.edu](http://www.entrepreneurship.mit.edu)

- [www.entrepreneurship.org](http://www.entrepreneurship.org)

#### 4. COURSE CONTENT, METHODS OF INSTRUCTION, TOOLS AND EQUIPMENT REQUIRED

TOPIC	CONTENT	METHOD OF INSTRUCTION / Time allocated	TOOLS / EQUIPMENT NEEDED
Lecture 1. Introduction	<ul style="list-style-type: none"> <li>• Definition of innovation and entrepreneur</li> <li>• Why entrepreneurship is important</li> <li>• The entrepreneurial process</li> <li>• Generating business ideas</li> <li>• Entrepreneurial motivation</li> </ul>	Interactive lectures (2 hrs)  Seminar/ guest entrepreneur (3 hrs)	Chalk / BB or LC-projector and laptop for instructor
Lecture 2. The business plan	<ul style="list-style-type: none"> <li>• Definition of a business plan and importance of writing one</li> <li>• Key milestones in creation of businesses</li> <li>• Roles of a business plan</li> </ul>	Interactive lectures (2 hrs)	Chalk / BB or LC-projector and laptop
Lecture 3. The business plan	<ul style="list-style-type: none"> <li>• Professional contribution to a business plan</li> <li>• Who reads the business plan</li> <li>• Lending and the 4 Cs</li> </ul>	Interactive lectures (2 hrs)	Chalk / BB or Markers / Flip charts
Lecture 4 Contents of a business plan	<ul style="list-style-type: none"> <li>• Table of contents</li> <li>• Executive summary</li> <li>• General company description( concept, location, nature of business)</li> <li>• Business goals, vision and mission.</li> </ul>	Interactive lectures (2 hrs)	Chalk / BB or Markers / Flip charts
Lecture 5 Products and services	<ul style="list-style-type: none"> <li>• Physical description of a product/ diagrams to convey nature of service</li> <li>• Use and appeal of product/ service</li> <li>• Stage of development of product/ service</li> </ul>	Interactive lectures (2 hrs)  Seminar/Guest speaker (3 hrs)	Chalk / BB or Markers / Flip charts
Lecture 6 Marketing plan	<ul style="list-style-type: none"> <li>• Market definition and opportunity</li> <li>• Competition and other influences</li> <li>• Marketing strategy</li> </ul>	Interactive lectures (3 hrs)	Chalk / BB or Markers / Flip charts. Projector and laptop
Lecture 7 Marketing plan	<ul style="list-style-type: none"> <li>• Market research</li> <li>• Sales forecast</li> <li>• Support material(industry study, brochures, articles related to product/service)</li> </ul>	Interactive lecture( 2hrs)  Guest speaker (3 hrs)	Chalk / BB or Markers / Flip charts. Projector and laptop
Lecture 8 Operational plan	<ul style="list-style-type: none"> <li>• Product development</li> <li>• Manufacturing products</li> <li>• Maintenance and service</li> </ul>	Interactive lectures (3 hrs)	Chalk / BB or Markers / Flip charts
Lecture 9	<ul style="list-style-type: none"> <li>• Management team/principals</li> </ul>	Interactive	Chalk / BB or

Management and organisation	<ul style="list-style-type: none"> <li>• Organizational chart</li> <li>• Policy and strategy</li> </ul>	lectures (2 hrs) Seminar/ Guest speaker(3 hrs)	Markers / Flip charts Projector and laptop
<b>Lecture 10</b> Structure and capitalisation	<ul style="list-style-type: none"> <li>• The business' legal form</li> <li>• Capital requirements and sources of capital</li> <li>• Structuring the deal</li> </ul>	Interactive lectures (3 hrs)  Seminar/Guest speaker (3 hrs)	Chalk / BB or Markers / Flip charts Projector and laptop
<b>Lecture 11</b> Financial plan	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Assumptions for financial projections</li> <li>• Projected income statements</li> <li>• Balance sheet</li> </ul>	Interactive Lectures (2 hr)	Chalk / BB or Markers / Flip charts Laptop/ projector
<b>Lecture 12</b> Financial plan	<ul style="list-style-type: none"> <li>• Cash flow forecast</li> <li>• Predicting business performance</li> <li>• Break-even analysis</li> </ul>	Interactive Lectures (2 hr)  Seminar/ Guest speaker (3 hrs)	Chalk / BB or Markers / Flip charts Laptop/ projector
<b>Lecture 13</b> Attachments to the business plan	<ul style="list-style-type: none"> <li>• Management resumes</li> <li>• Competitive analysis</li> <li>• Projection of sales by market line</li> <li>• Product line profit analysis</li> <li>• Sample agreement of confidentiality</li> </ul>	Interactive lectures(3hr)  Guest speaker (3hrs)	Chalk/ BB or laptop and projector
	<ul style="list-style-type: none"> <li>• Evaluation</li> </ul>	Presentation of a business plan (6 hrs)	Laptop and projector

## 5. SUMMARY OF TIME NEEDED

Interactive lectures covering theory	30 hrs
Seminars/ guest speakers	21 hrs
Tests	03 hrs
Presentation	06 hrs

## 6. OVERALL COURSE EVALUATION

Continuous Assessment Test	20%
Business plan presentation	20%
Final examination	60%