## BAM 2102 ENTREPRENEURSHIP PRINCIPLES (3 CU)

**Course description**

The course introduces the students to the basic concepts in entrepreneurship, identification of opportunities, business evaluation and analysis. It provides students with the skills needed to effectively organize, develop, create, and manage their own business. This course is based upon professional development foundations. This course unit is an adventure, a personal journey, and a significant learning experience for the student. The course gives students an opportunity to make creative adjustments to meet personal needs and increase motivation.

**Course Objectives**

At the end of the course, students should be able to;

* Understand the origins of entrepreneurship and an entrepreneur.
* Identify, evaluate, and select business opportunities.
* Perform a self-evaluation to match their own characteristics with that of an entrepreneur.
* Carry out feasibility and viability of an investment opportunity
* Analyze and exploit the Entrepreneurial Environment provided by the political frame work.

**Learning Outcomes**

At the end of the course the students should be able to;

* Perform self evaluation to match business opportunities
* Analyse the entrepreneurial environment
* ensure startup, survival, sustainability of an investment opportunity ,
* identify their own personal entrepreneurial potential, ability, and competences
* identify, and exploit business opportunities and resources

**Intellectual, Practical and Transferable Skills**

* Creative and innovative
* Problem solving
* analytical skills,
* team work
* communications skills
* entrepreneurial skills

**Teaching and Learning Pattern**

* Use of case studies
* Keynote lectures
* student-led seminar presentations
* site visits
* mini research

**Indicative Content**

Entrepreneurship-Scope, theories; Entrepreneurial Process; the Entrepreneur, Creativity and Innovation, feasibility study and analysis, business planning, Creating and Developing a business**, I**ntrapreneurship,Entrepreneurship Development**,** Role of government in entrepreneurship growth and development, entrepreneurship .

**Assessment Method**

The assessment method is structured to include coursework and final examination. Coursework consists of assignments, presentations and tests.

Each course in the programme shall be assessed on the basis course work and final examination represented as

Course work assessment 30%

Final Examination 70%

100%

The minimum mark required to pass is 50%, this includes course work and final examination. Each course in the programme is allowed a maximum of three hours for final examination

**Indicative Sources**

1. Gupta, C.B. and Srinivasan, N.P. (1996) Entrepreneurship Development, Sultan & Chand & Sons Publishers, New Delhi, India.
2. Holt, D (2001), Entrepreneurship: New Venture Creation, Prentice Hall International, New Delhi, India
3. Kao, J. (1989) Entrepreneurship, Creativity and Organisation, Prentice Hall International, New Delhi, India
4. Kumar, S. (2003) Entrepreneurship Development, New Age International publication.
5. Peters, H. & Peters, M. (1995) Entrepreneurship: Starting, developing and managing a new enterprise. Richard Irwin Inc. London
6. Robert, D & Peters, H (1992), toward an organization model for entrepreneurial education.
7. Thomas, W., & Scarborough, N.M. (2004) Effective small business management: An entrepreneurial approach, Prentice Hall International, New Delhi, India
8. Thompson, A. (2000) Understanding the proof of Business Concept, New Age International publication.
9. Timmons, J.A., & Spinelli, S., (2003) New Venture Creation : Entrepreneurship for the 21st Century Boston: 6th Ed, McGraw-Hill
10. Wickham, P.A (2004) Strategic Entrepreneurship 3rd Ed, London Pitman Publishing