## BAM 3115 MANAGING GROWTH

**Short description**

The growth stage of a venture is an exciting time which brings about new challenges to the entrepreneur. The course therefore introduces students to techniques of managing the venture as it moves into different stages of its growth.

**Course Objective**

The course aims at enabling students to:

* Understand the challenges and complexities of rapid growth in organizations and how to manage them.
* Evaluate issues/trends affecting business as they grow.
* Assess different phases of business growth.
* Discover the concept of entrepreneurship and the competencies, skills, know-how and experience that are sufficient to pursue different entrepreneurial opportunities.

**Learning Outcomes**

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

* Develop strategies for managing the long term growth of the business.
* Manage cultural issues as entrepreneurship evolves in to professional management.

**Intellectual, Practical and Transferable Skills**

* Creative problem solving, Analysis and exploratory thinking, Leadership and facilitation, Team building skills, Communication skills.

**Teaching and Learning Pattern**

* Use of case studies, Lectures, Presentations, Motivational speeches

**Indicative Content**

The need for growth ventures, managing entrepreneurial growth, types of growth, managing the venture life cycle, growth strategies and methods, financing growth: venture capital and Initial Public offers (IPOs), success factors in managing growth, personal ethics of the entrepreneur.

**Assessment Method**

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

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. Alvin C. Croft,(2006): Managing a Public Relations Firm for Growth and Profit
2. Timmons S. (2003). New Venture Creation: Entrepreneurship for the Twenty first Century with Power-web and New Business Mentor
3. Robert G. King & Ross Levin, (2002). Finance Entrepreneurship Growth Theory and

Evidence Journal of Monetary Economics