**BIT 3102 Entrepreneurship and Business (3 CU)**

**(a) Course Description:** This course offers an overview of the entrepreneurial process.

Students will develop a business plan using their own business idea. They will learn skills and characteristics of successful entrepreneurs, techniques for evaluating business opportunities, planning tools, selling and marketing basics, financial analysis, record keeping, laws and regulations of Uganda, and step by step procedures for starting a small business**.**

(b) **Aims:** A student that undertakes this course should be able to:

• Identify the talents and skills required to become a successful entrepreneur.

• Describe the various types of business opportunities and successful entry strategies.

• Specify the various steps employed in starting a business in Uganda.

• Identify sources of information and assistance available to those who desire to start their own business.

• Analyze and research how a selected business markets and sells its products. Be able to prepare a report summarizing the findings of this analysis and research.

• Provide a general company description for the student’s start-up business.

• Identify products and services which will be offered in the start-up business.

• Outline the components of a business plan including marketing, operations, finances, and management and organization

• Be able to use the business plan as an integral tool in small business management.

(c) **Learning Outcomes:** On completion of this course unit, the students will be able to:

• Describe the Ugandan business environment with respect to owning and operating a small

business;

• Compare advantages and disadvantages of different types of business start-up and purchase opportunities;

• Conduct research and field work to determine viability of a business idea;

• Perform a competitive analysis within a selected industry;

• Develop and present a detailed business plan including market and legal analysis financial requirements, facilities and management plans and promotional strategies and;

• Determine social and ethical responsibility.

**(d) Teaching and Learning pattern:** The teaching and learning approaches will combine classroom lectures, discussions and group activities, quizzes and take home assignments. A group project shall form part of the coursework. The material presented in class will overlap that of the text but will contain additions and variations.

**(e) Indicative content:**

I. Identification of talents and skills required to be a successful entrepreneur.

A. Personal talents

B. Technical skills

C. Educational background

II. Overview of business opportunities A. Trade association reports B. Government reports

C. Demographic information

D. Surveys

III. Business entry strategies

A. Steps in starting a business

B. Purpose of business

C. Description of business

D. Starting a business versus buying a business

IV. Planning

A. Setting goals

B. Operational approach

V. Laws and regulations affecting a small business in Uganda

A. CAP and Local bye laws

VI. Sources of information and assistance

A. Trade association and other non-governmental sources

B. Local, state, and federal governmental sources

C. Small business analysis

VII. Description of a comprehensive business plan A. Reason for preparing a business plan B. Types of business plans

C. Form of business plan

D. Contents of a successful business plan

VIII.Outline of a business plan

A. Preparation of an executive summary

B. Establishment of company strategy

C. Development of a marketing plan

D. Sales strategy

E. Financial plan

IX. Completion of the business plan

A. Writing the plan

B. Outside review of the plan

X. Social and Ethical Responsibility

(f) **Assessment method:** Assessment will be in terms of tests and practical exercises (40 %)

and a final examination (60%) (g) **Reference Books**:

• Bruce R. Barringer & R. Duane Ireland (2006). Entrepreneurship: Successfully Launching

New ventures. Published by Pearson-Prentice Hall. 1/e Edition. ISBN 0-13-061855-1

• Thoma W. Zimmerer and Norman M. Scarborough (2005) Essentials of Entrepreneurship and Small Business Management. 4th Ed. ISBN 0-13-191856-7