**IOP 3207 INNOVATION AND ENTREPRENEURSHIP**

**Duration of the Course:** The course is 3 Credit Units providing 45 Contact Hours.

**Description:**

Many business/product ideas emerge from people trained in non-business disciplines but are often forgotten or ignored because (as students) they are (were) not sufficiently educated in the knowledge and skills which would encourage lateral thinking and development of initiative.

**Objectives of the course**

To prepare non-business students with the necessary skills and knowledge for an enterprise culture. Perhaps more fundamentally, this course aims at the development of skills and knowledge base, creation of improved job opportunities, as well as allowing individuals with ideas to transfer them into viable projects. It also provides students with the awareness, interest, and preparation for self-employment as a career alternative.

**Content:**

The nature of entrepreneurship, Enterprise in Uganda, Creativity and innovation at work, Legal issues in forming new businesses, financing the start-up, managing the small firm, Impact of culture on business behavior and organization, and Gender and entrepreneurship

**Teaching/Delivery methods:**

Both formal and informal methods are employed. Formal aspects employ didactic methods of delivery such as lectures and suggested readings. The informal aspects focus on skill building, attribute development and behavioral change. Weekly lecture sessions involve introductory lectures, brain-storming sessions, problem-solving sessions, case studies, guest speakers, and business simulations. In all, the main focus is on action and experiential learning.

**Learning Outcomes**

**Learning resources**

**Assessment:**

Evaluation of group work assignments, written papers during the semester.

Assessment of end of course exam.

**Indicate Reading**

1. Burns, P. & Dewhurst, J. (Ed.). (1996). Small business and entrepreneurship (2nd Ed.). London: Macmillan
2. Chell, E., Haworth, J., & Brearley, S. (1991). The entrepreneurial personality: Concepts, cases and categories. London: Routledge.
3. Snyder, M. (2000). Women in African economies: From burning sun to boardroom. Kampala: Fountain.
4. Swedberg, R. (Ed.). (2000). Entrepreneurship: The Social Science View (pp. 7-44). Oxford: Oxford University Press.
5. West, M.A. & Farr, J.L. (Eds.). (1990). Innovation and creativity and work: Psychological and organizational strategies. New York: John Wiley & Sons.
6. Wickham, P.A. (2006). Strategic entrepreneurship (4thEd). London: Prentice Hall.