

# UNIVERSITY OF KARACHI

## ENTREPRENEURSHIP

BBA – VI (Hons.)

**Course Title:ENTREPRENEURSHIP**

**Course Number :BA (H) – 512**

**Credit Hours : 03**

### **Objective**

This course is aimed at creating a desire in students to use their skills and talents as an entrepreneur. Entrepreneurship is a combination of attributes which motivates a person to learn how he can develop himself as a successful businessman. By studying the concepts and theories of the entrepreneurship a student will be encouraged to transform himself by acquiring the knowledge as to how successfully he can start, manage and achieve growth in his business. Students work in teams to develop formal and written strategies business plans and ready for implementation by them.

### **Course Contents**

#### **1. Introduction**

- 1.1 The Concept of Entrepreneurship
- 1.2 Foundation of Entrepreneurship
- 1.3 The Economist View of Entrepreneurship
- 1.4 The Sociologist View
- 1.5 Behavioral Approach
- 1.6 Entrepreneurship and Management

#### **2. The Practice of Entrepreneurship**

- 2.1 The Process of Entrepreneurship
- 2.2 Entrepreneurial Management
- 2.3 Strategic Management and the Entrepreneurship
- 2.4 The Entrepreneurial Business
- 2.5 The Entrepreneurship in Service Institutions
- 2.6 The New Venture

### **3. Entrepreneurship and Innovation**

- 3.1 The Innovation Concept
- 3.2 Importance of Innovation for Entrepreneurship
- 3.3 Sources of Innovation Opportunities
- 3.4 The Innovation Process
- 3.5 Risks Involved in Innovation

### **4. Developing an Entrepreneur**

- 4.1 Entrepreneurial Profile
- 4.2 Trait Approach to Understanding Entrepreneurship
- 4.3 Factors Influencing Entrepreneurship
- 4.4 The Environment
- 4.5 Socio-Cultural Factors
- 4.6 Support Systems

### **5. Entrepreneurship Organization 5.1 Team Work**

- 5.2 Networking Organization
- 5.3 Motivation and Compensation
- 5.4 Value System

### **6. Entrepreneurship and SMEs**

- 6.1 Defining SMEs
- 6.2 Scope of SMEs
- 6.3 Entrepreneurial Managers of SMEs
- 6.4 Financial and Marketing Problems of SMEs

### **7. Entrepreneurial Marketing**

- 7.1 Framework for Developing Entrepreneurial Marketing
- 7.2 Devising Entrepreneurial Marketing Plan
- 7.3 Entrepreneurial Marketing Strategies
- 7.4 Product Quality and Design

### **8. Entrepreneurship and Economic Development**

- 8.1 Role of Entrepreneurship in the Economic Development Generation of Services
- 8.2 Employment Creation and Training

8.3 Ideas, Knowledge and Skill Development

8.4 The Japanese Experience

## 9. Case Studies of Successful Entrepreneurs

### Recommended Books:

1. Burns Paul and Hurst Jim Dew, Small Business and Entrepreneurship, McMillan, 1997
2. Drucker Peter F., Innovation and Entrepreneurship, McGraw Hill, Inc. N.Y., 2007.
3. Mariotti Steve, National Foundation for Teaching Entrepreneurship, Prentice Hall, 2007.
4. Miner John B., Entrepreneurship Success, Prentice Hall, N.Y.
5. Zimmerer Thomas W. and Scarborough Norman M., Essentials of Entrepreneurship and Small Business Management (4/e)", Prentice Hall, 2006.