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| ***Department of Management*** | | | | | | | | | | |
| ***Degree Program*** | | | | | B.A. in Accounting and Finance | | | | | |
| ***Module Title*** | | | | | Innovation and Project Management | | | | | |
| ***Course Number*** | | | | | MGMT 2141 | | | | | |
| ***Course Title*** | | | | | Entrepreneurship and Enterprise Development | | | | | |
| ***ECTS credit points*** | | | | | 5 | | | | | |
| ***Course Information*** | | | | | Academic Year: II Semester: II | | | | | |
| ***Instructor’s Contact Information*** | | | | | Office: Academic building F3, R-06 Phone:  Email: [amanuelmengistu145@gmail.com](mailto:amanuelmengistu145@gmail.com) Office Hours: | | | | | |
| ***Course Objectives*** | | | | | The course enables students to have an understanding on:   * Define entrepreneurship within the context of society; organizations and individuals. * Understand more about the specific management issues involved in setting up and running a small enterprise. * Demonstrate an understanding of the impact of entrepreneurship on the economy. * Distinguish between an entrepreneurial and a conventional approach to management. * Recognize and overcome obstacles to creative problem-solving. * Describe the element of an effective business model/plan. * Develop a concept for an innovative product or service in his or her own area of interest. * Recognize that entrepreneurial success in the 21st century depends on teamwork and diversity. Competent in creation, innovation and management of enterprises * Develop a personal framework for managing the ethical dilemmas and social responsibilities facing entrepreneurs. * Describe the leadership studies of entrepreneurs who have been successful in different sectors (e.g., start-ups, corporations. Community, public sector, etc.). * Equipped with the basic knowledge and skills of starting and operating a business for they will be the future managers (or even Owner-managers) of these firms. * Identify traits/characteristics of an entrepreneur/ entrepreneurs as exhibited in behavior. * Analyze elements of the entrepreneurial mind set and discuss the implications for functioning as a successful entrepreneur. . | | | | | |
| ***Course Description/Course Contents*** | | | | | This interdisciplinary course is designed to introduce students to the concept of sustainable entrepreneurship, a manageable process that can be applied across careers and work settings. It focuses on building entrepreneurial attitudes and behaviors that will lead to creative solution within community and organizational environments. Course topics include the history of entrepreneurship, the role of entrepreneurs in the 21st century global economy, and the identification of entrepreneurial opportunities. The elements of creative problem solving, the development of a business concept/model, the examination of feasibility studies and the social /moral/ethical implication of entrepreneurship will be incorporated. Issues related to starting and financing a new venture are included. | | | | | |
| ***Pre-requisites*** | | | | | ***No pre-requisite*** | | | | | |
| ***Status of the Course*** | | | | | Supporting | | | | | |
| *Week* | | ***Topics and Sub Topics*** | | | | | ***Course Objectives and Competences to be Acquired*** | | | |
| Week 1 | **Chapter One - Entrepreneurship and Free Enterprise**  1.1. Definition and philosophy  1.2. History  1.3. Role within the economy   * 1. Entrepreneurship, creativity and Innovation | | | | | | After completing this unit, students will be able to:   * Define entrepreneur and entrepreneurship * Identify the importance of entrepreneurship * Relate among Entrepreneurship, creativity and Innovation | | | |
|  | **Chapter Two** - **Small Business**  2.1 Definition and importance  2.2 Economic social & political aspects of small business enterprise  2.3 Small Business Failure factors.  2.4 Problems in Ethiopia small business  2.5 Setting Small Business  2.5.1 What is Basic Business Idea?  2.5.2 What project an Entrepreneur should have?  2.5.3 Definition of industry and small scale industry  2.5.4 Steps in setting a small scale unit | | | | | | | | After completing this unit, students will be able to:   * Explain the meaning and importance of small business * List the failure factors for a small business * Understand the elements while setting a small business | |
| Week 3, 4 & 5 | **Chapter Three** - **Business Planning**  3.1 The concept of business planning  3.2 Feasibility planning  3.3 The business plan  3.4 Developing a business plan | | | | | | | | At the end of this unit, students will be able to:   * Define business planning * Identify the elements of business plan | |
| Week 6, 7 & 8 | **Chapter Four -** **Product and Service Concept**  4.1 Product technology  4.2 Product development process  4.3 Product protection  4.3.1 Patents  4.3.2 Trademarks  4.3.3 Copyrighting | | | | | | | At the end of this chapter students will be able to:   * Understand the various concepts of Product technology * Understand the various concepts of Product development process * Understand the types of product protection mechanisms | | |
|  | **Chapter Five -** **Marketing and new venture development**  5.1 Marketing research  5.2 Marketing intelligence  5.3 Competitive analysis  5.4 Marketing strategies  5.5 International markets | | | | | | | At the end of this unit students will be able to:   * Explain the concept of Marketing research * Explain the term Marketing intelligence * Understand the concept of Marketing strategies and International markets | | |
|  | **Chapter Six - Organizing and financing the new venture**  6.1 Entrepreneurial team and business formation  6.2. Sources of financing  6.2.1 Asset management  6.2.2 Equity Financing  6.2.3 Venture Capital  6.2.4 Debt financing  6.2.5 Government Programs | | | | | | | At the end of this unit students will be able to:   * Understand the concept of Entrepreneurial team and business formation * List out the various sources of finance | | |
|  | | | | **Chapter Seven - Managing Growth and transaction**   * 1. Preparing for the launch of the venture   2. Managing early growth of venture   3. New venture expansion strategies and Issues (Mergers, Acquisitions, licensing and Franchising) | | | | | | At the end of this unit students will be able to:   * Understand the ways in which we can manage early growth * List and explain new venture expansion strategies |
| Independent Readings – Required   1. **Forms of business organizations**    * Sole proprietorship    * Partnership    * Corporation    * Joint venture    * Franchises    * Public Enterprises    * Cooperatives 2. **Ethical issues governing Entrepreneurship** | | | | | | | | | | |
| **Policy:** | | | | | | * **Attendance:** It is compulsory to come to class on time and every time. If you are going to miss more than three classes during the term, you should not take this course * **Assignments:** You must do your individual and group assignments and submit on time. No late assignment will be accepted * **Tests/Quizzes:** You will have short quizzes and tests almost every unit. If you miss the class or, are late to class, you will miss the quiz or test. No makeup test or quizzes will be given. You are expected to observe the rules and the regulations of the University as well * **Cheating:** You must do your own work and not copy and get answers from someone else. When you are in class: please do not chew gum, eat something, listen to recorders or CD players, or involve in acts that spoil the normal teaching-learning process; switch off your cell phones before class and exam sessions. Any attempt to use cell phones in exam sessions will be considered an act of cheating and hence, dealt accordingly. | | | | |
| **Reference:** | | | | | | * Hailay Gebretinsae, Entrepreneurship and Small Business Management, 2nd Edition. * Hodgetts, RichardM.Kurakto, DonaldF. “Entrepreneurship: A contemporary approach “. Fourth Edition, the Dryden Press, 1998. * HirshRobertD. and D. and PetersMichaelP. “Entrepreneurship” Fifth Edition, Tata McGraw Hill Edition, 2002. * Holt David H. “Entrepreneurship – New venture Creation “Eastern Economy Edition, 2000. * DonaldF.Kutatko and RichardM.Hodgetts, “Entrepreneurship: A Cotemporary Approach” Fourth Edition. | | | | |
| ***Assessment Arrangement*** | | | Activities Points    Test -I 15  Test -II 15  Group Assignments-I 5  Group Assignments-II 15  Final Exam 50  **Total Points 100**  *Final Exam:* Final exam will cover ALL material. | | | | | | | |
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