

UNR4301 Introduction to Entrepreneurship**COURSE INFORMATION**

Prerequisites	Academic Year & Level		Teaching Methods			Credit Hrs.
	Year	Semester	Lecture	Tutorial	Laboratory	
112 Cr. Hr.	5	9	2	0	0	2

COURSE AIM

The course aims to introduce the students how to successfully start their own businesses, write a business plan and to inspire young entrepreneurs. This course provides a broad overview on the important topics of entrepreneurship that make students learn how to be entrepreneurs and overpass the difficulty of launching their own business.

COURSE WEEKLY CONTENTS

- 1 Introduction to Entrepreneurship
- 2 Feasibility Analysis
- 3 Developing an Effective Business Model
- 4 Developing an Effective Business Model
- 5 Writing a Business Plan.
- 6 Writing a Business Plan.
- 7 Preparing the Proper Ethical and Legal Foundation
- 8 7th week assessment.
- 9 Financial Planning: Getting Financing or Funding.
- 10 Managing the cash flow.
- 11 Unique Marketing Issues.
- 12 Ecommerce and Pricing
- 13 12th week assessment.
- 14 Franchising.
- 15 Building a New-Venture Team.

STUDENT GRADING & ASSESSMENT

Weeks	Exams	Assign.	Quizzes	Reports	Present.	Lab.	Total
1 to 7	←		30	MARKS		→	30
8 to 12	←		20	MARKS		→	20
1 to 15	←		10	MARKS		→	10
16 or 17	40	Final					40

REFERENCES

Textbook	• Essentials of Entrepreneurship and Small Business Management, Norman M Scarborough Jeffrey R. Cornwall, Published by Pearson (July 19th 2019) - 9th edition
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