**Entrepreneurship**

Course Name: Entrepreneurship

Course Code: MNG-3262

Credit Hours: 3

This course provides an understanding of the entrepreneurship process. It exposes them to the concepts, practices and tools of the entrepreneurial world. This will be accomplished through a combination of readings, cases studies and projects designed to convey the unique environment of the entrepreneurs and new ventures. The course gives students the tools necessary to think creatively, to plan out whether their idea is marketable to investors, guide them through the launch their own business, or to support an employer in launching and growing an entrepreneurial venture.

 **Contents:**

1. **Entrepreneurship and Entrepreneurial Mindset**
2. Entrepreneurial Intentions and Corporate Entrepreneurship
3. **Entrepreneurial Strategy**
4. **Creativity & business Idea**
5. **Domestic and international opportunities**
6. **Intellectual property and other Legal Issues**
7. **The Business Plan.**
8. **The Marketing Plan.**
9. **The Organizational Plan**
10. **The Financial Plan**
11. **Sources of Capital.**
12. **Informal Risk Capital, Venture Capital.**
13. **Going Public**
14. **Strategies for Growth**
15. **Succession Planning**
16. **Strategies for Harvesting and ending the Venture**

**Recommended Books:**

Entrepreneurship by Robert Hisrich, Micheal Peters and Dean Shepherd, McGraw-Hill/Irwin; 9th edition (September 27,2012)

**Suggested Books:**

* Entrepreneurship: Ideas in Action by Cynthia L. Greene, South-Western Educational Pub; 5th Edition (January 6, 2011). ISBN-10: 0538496894
* Entrepreneurship by William D. Bygrave and Andrew Zacharakis, Wiley; 2nd Edition

(October 12, 2010). ISBN-10: 0470450371

* Entrepreneurship: Theory, Process, and Practice by Donald F. Kuratko, South-Western College Pub; 8th Edition (November 14, 2008). ISBN-10: 0324590911
* Entrepreneurship: Successfully Launching New Ventures by Bruce R. Barringer and Duane Ireland, Prentice Hall; 4th Edition (October 27, 2011)