



College of Business and Economics
Department of Accounting and Finance

Course Number	Mgmt2141
Course Title	Entrepreneurship
Degree Program	BA Degree in Accounting and Finance
Module	Entrepreneurship and Strategy
Module Number and Code	M14; Mgmt-M2142
ETCTS Credits	3
Contact Hours (per week)	2
Course Objectives & Competences to be Acquired	<p>At the end of this course students will be able to:</p> <ul style="list-style-type: none"> • 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. • 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	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.
Course Contents	
1. Entrepreneurship and Free Enterprise	
<ul style="list-style-type: none"> 1.1. Definition and philosophy 1.2. History 1.3. Role within the economy 1.4. Entrepreneurship, creativity and Innovation 	
2. Small Business	
<ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 	
3. Business Planning	
<ul style="list-style-type: none"> 3.1. The concept of business planning 3.2. Feasibility planning 3.3. The business plan 3.4. Developing a business plan 	
4. Product and Service Concept	
<ul style="list-style-type: none"> 4.1. Product technology 4.2. Product development process 4.3. Product protection <ul style="list-style-type: none"> 4.3.1. Patents 4.3.2. Trademarks 4.3.3. Copyrighting 	
5. Marketing and new venture development	
<ul style="list-style-type: none"> 5.1. Marketing research 5.2. Marketing intelligence 5.3. Competitive analysis 5.4. Marketing strategies 5.5. International markets 	
6. Organizing and financing the new venture	
<ul style="list-style-type: none"> 6.1. Entrepreneurial team and business formation 6.2. Sources of financing <ul style="list-style-type: none"> 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 	

7. Managing Growth and transaction

- 7.1. Preparing for the launch of the venture
- 7.2. Managing early growth of venture
- 7.3. New venture expansion strategies and Issues (Mergers, Acquisitions, licensing and Franchising)

Reference Books

- Hailay Gebretinsae, Entrepreneurship and Small Business Management, 2nd Edition.
- Hodgetts, Richard M. Kurakto, Donald F. “Entrepreneurship: A contemporary approach “. Fourth Edition, the Dryden Press, 1998.
- Hirsh Robert D. and D. and Peters Michael P. “Entrepreneurship” Fifth Edition, Tata McGraw Hill Edition, 2002.
- Holt David H. “Entrepreneurship – New venture Creation “Eastern Economy Edition, 2000.
- Donald F. Kutatko and Richard M. Hodgetts, “Entrepreneurship: A Cotemporary Approach” Fourth Edition.