



Victoria University
of Bangladesh

FALL SEMESTER-2016

Course Profile

MGT- 432 Entrepreneurship Process & Principles

Level of Knowledge: Basic knowledge.

Course Assessment:

Item/Activity	Marks
Work Sheet (Including Class Attendance & 4 Class Test)	25%
Assignment and Presentation(2)	10%
Mid-term test	25%
Final examination	40%
Total	100%

Grading and Point System:

Marks obtained (out of 100)	Letter Grade		Grade Point (4 point scale)
80% and above	A+	(A plus)	4.0
75% to less than 80%	A	(A regular)	3.75
70% to less than 75%	A-	(A minus)	3.50
65% to less than 70%	B+	(B plus)	3.25
60% to less than 65%	B	(B regular)	3.0
55% to less than 60%	B-	(B minus)	2.75

50% to less than 55%	C+	(C plus)	2.50
45% to less than 50%	C	(C regular)	2.25
40% to less than 45%	D	(D regular)	2.0
less than 40%	F	(Fail)	0.0

Note: I (Incomplete) may also be used under the provision of VUB regulations.

DETAILED CONTENTS:

Lecture No.	Main Topic	Sub-topics
1 st & 2 nd	<u>Chapter 01 :</u> Introduction	Definition of Entrepreneur and Entrepreneurship, Differences between Entrepreneurship and Entrepreneur, Characteristics of Entrepreneurs, Types of Entrepreneurs, Functions and Required Qualities of an Entrepreneur, Role of Entrepreneurs in Developing countries.
3 rd & 4 th	<u>Chapter 02:</u> Theories of Entrepreneurship	Psychological Theories, Socio –Psychological Theories and Cultural Theories, Other Theories and Entrepreneurship.
5 th & 6 th	<u>Chapter 03:</u> Introducing Small Business	Types of Small Business, Structural Features of Small Business, Forms of Small Business, Stages of Small Business Development, Role of Small Business, Keys to Success and Factors Responsible for Failure, Competitive Strengths of Small Firms, Causes of a Small Business Failure.
7 th to 9 th	<u>Chapter 04:</u> Buying an Existing Business	Benefits and Problems of buying, Evaluate all Opportunities, Circumstances When to Buy? Focus of Analysis While Buying, Steps in Dealing the Buyout, Price Setting Approaches, Closing the Deal.

10 th to 12 th	<u>Chapter 05:</u> Starting a New Business strategy	Reasons for and against Starting a New Small Business, Essentials of Starting a Business, Evaluate the Start up Business Opportunity, Variables in New Venture Creation, Stages of Actions for Starting a Small Business, Selecting a Location, Major legal Concepts and Entrepreneurial Ventures, To get a Successful Starting.
<u>Mid term Exam</u>		
13 th to 15 th	<u>Chapter 06:</u> Strategy 03 : Franchising	Meaning of Franchise, Purposes of Franchising, Types and Arrangements of Franchise, Benefits and Problems of Franchise, Favor Obtaining from the Parent Company, Procedures of Evaluating Franchise Opportunities, Cost of Franchise, Franchise Agreement.
16 th to 19 th	<u>Chapter 07:</u> Small Business Plan	Merits of a Business Plan, Causes of Product Failure, Functions of a Business Plan, In search of New Ideas and Products, Project Formulation, Elements of the business Plan, Steps to Develop a Business Plan, Pitfalls to Avoid in Making Business Plan.
20 th & 21 st	<u>Chapter 08:</u> Taxation and Risk Management	Entrepreneurs Tax Obligations, Three Different policies of Taxation, Tax Payment and Savings, The Concept of Business Risk, Types of possible Losses, Kinds of Financial Risks, Guidelines for Handling Risks.
22 nd and 23 rd	<u>Chapter 09:</u> Production and Marketing	Product Development, Production Flow Process, Production Elements and Plan, Production Control Process, Production Materials Management, Marketing process and Functions, Marketing Research, Product Promotion and Advertisement, Pricing Products and Services, Facing Customer Movements, How to Become a Successful Retailer.
24 th	Case Study Presentation	
	Final Exam	

Reference:

- 1) Entrepreneurship and Small business Management - Nicholas Siropolis
- 2) Essentials of Entrepreneurship and small business Management - Thomas W,Zimmerer

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