Course Title: Engineering Entrepreneurship
Course Code: MGTS 402
Credit Hours: 3

Course Description:
This course acquaints students with knowledge and skills to become a successful entrepreneur.

Course Contents:

Unit I - The Challenge of Entrepreneurship

Chapter 1: The Foundations of Entrepreneurship
The World of Entrepreneur, What is an Entrepreneur? The Benefits of Entrepreneurship, The Potential Drawbacks of Entrepreneurship, Behind the Boom: What's Feeding the Entrepreneurial Fire?, The Cultural Diversity of Entrepreneurship, The Power of Small Business, The Ten Deadly Mistakes of Entrepreneurship, Putting Failure into Perspective, How to Avoid the Pitfalls

Chapter 2: Inside the Entrepreneurial Mind: From Ideas to Reality
Creativity, Innovation, and Entrepreneurship, Creativity – A Necessity for Survival, Creative Thinking, Barriers to Creativity, How to Enhance Creativity, The Creative Process, Techniques for Improving the Creative Process, Intellectual Property: Protecting Your Ideas

Unit II – Building the Business Plan: Beginning Considerations

Chapter 3: Designing a Competitive Business Model and Building a Solid Strategic Plan
Building a Competitive Business Model and Building a Solid Strategic Plan, The Strategic Management Process

Chapter 4: Conducting a Feasibility Analysis and Crafting a Winning Business Plan
Conducting a Feasibility Analysis, Why Develop a Business Plan?, The Elements of Business Plan, What Lenders and Investors Look for in Business Plan, Making the Business Plan Presentation, Business Plan Format

Chapter 5: Forms of Business Ownership
Brief Introduction to Various Forms of Ownership

Unit III - Building the Business Plan: Marketing and Financial Considerations

Chapter 6: Building a Powerful Marketing Plan
Building a Guerilla Marketing Plan, Pinpointing the Target Market, Determining Customer Needs and Wants through Market Research, Plotting a Guerilla Marketing Strategy: How to Build a Competitive Edge, Marketing on the World Wide Web, The Marketing Mix

Chapter 7: Pricing Strategies
Three Potent Forces: Image, Competition and Value, Pricing Strategies and Tactics, Pricing Strategies and Methods for Retailers, Pricing Concepts for Manufacturers, Pricing Strategies and Methods for Service Firms, The Impact of Credit on Pricing

Chapter 8: Creating a Successful Financial Plan
Basic Financial Statements, Creating Projected Financial Statements, Ratio Analysis, Interpreting Business Ratios, Break-Even Analysis

Chapter 9: Managing Cash Flow
Cash Management, Cash and Profits Are Not the Same, the Cash Budget, Preparing a Cash Budget, the 'Big Three' of Cash Management, Avoiding the Cash Crunch

Unit IV – Putting the Business Plan to Work: Sources of Funds

Chapter 10: Sources of Financing: Debt and Equity
Planning for Capital Needs, Equity Capital versus Debt Capital, Sources of Equity Financing, the Nature of Debt Financing

Chapter 11: Choosing the Right Location and Layout
Location: A Source of Competitive Advantage, Location Criteria for Retail and Service Businesses, Location Options for Retail and Service Businesses, The Location Decision for Manufacturers, Layout and Design Considerations, Layout: Maximizing Revenues, Increasing Efficiency, or Reducing Costs

References:

1. Thomas W. Zimmerer and Norman M. Scarborough, *Essentials of Entrepreneurship and Small Business Management*, 5th Edition, Pearson