

**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