

2.3.2 Basic information of each course/module (Provide information where applicable in Table 3.)

Table 3: Summary of information on each course/module

1.	Name of Course/Module: Fundamentals of Entrepreneurship					
2.	Course Code: BBA 1094					
3.	Name(s) of academic staff: Kamal Abd Razak, MBA					
4.	Rationale: It is important for the students to have overall understanding in the knowledge of entrepreneurship. The course consist of the knowledge delivery, practical skills training, problem solving skills training and cultivation of the ability of thinking, analysing and practising the theory learned. The course will educate the students from the basic conceptual theory to practical application.					
5.	Semester and Year offered: Semester 1 Year 1					
6.	Total Student Learning Time (SLT)	Face to Face				Total Guided and Independent Learning
	L = Lecture T = Tutorial P = Practical O = Others	L 31	T 19	P 5	O -	55+105 = 160 hours
7.	Credit Value: 4					
8.	Prerequisite (if any): None					
9.	<p>Objectives:</p> <p>The objectives of this course are</p> <ul style="list-style-type: none"> • Entrepreneurship and entrepreneurship environment. • The role of entrepreneurship in a state and how entrepreneurs contribute to the development of the economy. • Creativity and innovation in entrepreneurship environment. • The elements and characteristics in entrepreneurship and necessary factors contributing towards successful venture. 					
10.	<p>Learning outcomes:</p> <p>At the end of the semester the students will be able to:</p> <ul style="list-style-type: none"> • Describe the various definitions and concepts in entrepreneurship. • State the difference between business and entrepreneurship, the difference between businessmen and managers to that of entrepreneurs. • Identify conducive environment and opportunities for good entrepreneurship. • Outline basic skills in financial planning and developing a business plan. • Apply practical experience in entrepreneurship venture or activities and carry out enterprise management. • Give examples on some of the issues in entrepreneurship and possible ways to handle them. 					
11.	<p>Transferable Skills:</p> <p>Development of transferable skills such as entrepreneurship skills, effective group work, leadership skills, and knowledge in approaches to problem-solving.</p>					
12.	<p>Teaching-learning and assessment strategy</p> <p>Class Participation, Assignments, Team Work, Case Studies, and Presentation.</p>					

13.	Synopsis: This course is an introduction to entrepreneurship. The students will be exposed to the history, concepts, theories and development of entrepreneurship and ways to assess entrepreneurship environment and opportunities. They will also be taught with the relevant methods for starting up a business, participate in creativity and innovation programs that will enable them to invent and innovate. The learning process is further enhanced by students participating in actual or simulated business projects in the incubator.							
14.	Mode of Delivery: Lectures/Tutorial/Practical /Class Activities							
15.	Assessment Methods and Types:							
	Class Participation					10%		
	Continuous Assessment, Assignments and Tests					20%		
	Case Studies, Seminar, Project Paper and Presentation					30%		
	Final exam					40%		
	Total					100%		
16.	Mapping of the course/module to the Programme Aims NA							
17.	Mapping of the course/module to the Programme Learning Outcomes: See attached							
18.	Content outline of the course/module and the SLT per topic:							
		Delivery				GL	NGL	SLT
	Topics	L	T	P	O	Hour	Hour	
	<p>1. <i>Introduction to Entrepreneurship.</i></p> <ul style="list-style-type: none"> • Define concepts and definitions of entrepreneurs and entrepreneurship. • List down several myths on entrepreneurship. • Explain the importance of entrepreneurship and the role of entrepreneurs. • Distinguish the difference between business and entrepreneurship. • Describe the characteristics of entrepreneurs, businessmen and managers. • Explain the concept and underlying principles in Islam and Islamic entrepreneurship. 	3	1	-	-	4	8	12

<p>2. Creativity and Innovation.</p> <ul style="list-style-type: none"> • Define what is creativity and innovation. • Analyze and explain the creativity process. • State the importance of creativity and innovation • List down the barriers to creativity and innovation to individuals as well in organizations. • Design the strategies for promoting creativity and innovation projects. 	3	2	1	-	6	11	17
<p>3. Venture Environment assessment.</p> <ul style="list-style-type: none"> • Identify the two categories and sub-categories of venture environments ie. external and internal. • List down the components for each category. • Describe macro environment. • Describe micro environment. • Explain the phase of the process perspective of entrepreneurship. • Identify and evaluate business opportunities. 	3	2	1	-	6	11	17
<p>4. Entrepreneurial New Venture.</p> <ul style="list-style-type: none"> • Identify several ways to start a new venture. • Describe the forms of new venture ie : <ul style="list-style-type: none"> - Start-up, - Buying existing business and - Franchising. • Distinguish the respective legal structure for different types of business entities. • Analyze the respective advantages and disadvantages for each business entity. • Compare the characteristics for each business entity. • Determine and make assessment on the choices for sources of funds to fund the new venture. • Apply the learning in practice. 	3	2	1	-	6	11	17

<p>5. <i>Management of a small Enterprise.</i></p> <ul style="list-style-type: none"> • Define small business and its characteristics. • List down and explain the various management functions and their importance. • Describe the various levels of management in small business organization. • Outline the various organizational principles and structures. • Design organizational structures. • Illustrate on how personnel planning is done in an organization. • Apply the knowledge in experiential learning. 	3	2	-	-	5	10	15
<p>6. <i>Financial Planning.</i></p> <ul style="list-style-type: none"> • Explain what is financial planning. • Explain why financial planning is importance. • Relate the relationship between operating and financial budgets. • Importance of financial plan, process. • Describe the process in developing a financial plan. • Apply the learning in case studies or business projects assignments. 	3	2	1	-	6	11	17
<p>7. <i>Developing a Business Plan.</i></p> <ul style="list-style-type: none"> • Explain the purpose and who normally require business plan. • List down all the essential elements in business plan. • Rank the various elements in order of importance. • Develop basic skill to produce good business plan format. • Describe common mistakes in developing business plan. • Apply the knowledge and skills to given assignments. 	3	2	-	-	5	10	15

	<p>8. Issues on Entrepreneurship.</p> <ul style="list-style-type: none"> Describe on what is quality of products and why it is important in business. Explain what are quality principles, orientation and strategy. Discuss the concept of quality in Islam. 	3	2	1	-	6	11	17
	<p>9. Issues on Entrepreneurship.</p> <ul style="list-style-type: none"> Define globalization and corporate entrepreneurship. Relate globalization and corporate entrepreneurship. Analyze and discuss the trend in gender entrepreneurship. 	3	2	-	-	5	10	15
	10. Revision	4	2	-	-	6	12	18
	TOTAL STUDENT LEARNING TIME (SLT)	31	19	5	-	55	105	160
18.	<p>Main references supporting the course:</p> <ul style="list-style-type: none"> Essentials of Entrepreneurship and Small Business Management (6th Edition) by Norman M. Scarborough, Prentice Hall, (2010). Entrepreneurship, 2rd Edition by William D. Bygrave and Andrew Zacharakis, Wiley; (2010) The Intelligent Entrepreneur: How Three Harvard Business School Graduates Learned the 10 Rules of Successful Entrepreneurship by Henry Holt and Co.; (2010) <p>Additional References</p> <ul style="list-style-type: none"> UiTM Entrepreneurship study group, “ Fundamentals of Entrepreneurship” , Pearson Prentice Hall, (2006). Abd Aziz Yusof, OUM, “Usahawan dan Keusahawanan”, Prentice Hall (2005). OUM, “Entrepreneurship”, Meteor, (2005) The Ernst & young business plan guide / Brian R. Ford, Jay M. Bornstein, Patrick T. Pruitt, J. Wiley & Sons Inc., 2007. Preparing effective business plans : an entrepreneurial approach / Bruce R. Barringer, Pearson Prentice Hall, 2009 							
19.	<p>Other additional information: Nil</p>							