



Code	Subject Title	Cr. Hrs	Semester
COMM-302	Entrepreneurship (Commerce)	3	V
Year	Discipline		
3	Commerce		

1. **The foundation of Entrepreneurship**
 - a. The world of entrepreneurs
 - b. What is entrepreneurship
 - c. The benefits of entrepreneurship
 - d. The potential drawbacks of entrepreneurship
 - e. Role of entrepreneurship in Economic Development
 - f. The power of small business
 - g. Ten deadly mistakes of entrepreneurship
2. **Inside the entrepreneurial mind: From idea to reality**
 - a. Creativity, innovation and entrepreneurship
 - b. Creative thinking, Barriers to creativity and enhancing creativity
 - c. The creative process
 - d. Techniques for improving the creativity process
 - e. The entrepreneurship process
 - f. Entrepreneurial vs Managerial decisions
 - g. Entrepreneurial leadership characteristics
3. **Designing a competitive business model: Organizational Plan**
 - a. Building a competitive advantage
 - b. The strategic management process
 - c. Developing the Management team
4. **Selecting the form of business**
 - a. Sole proprietorship, partnership and corporations
 - b. Other forms of business
 - c. Types of franchising, Potential benefits and drawbacks of franchising
 - d. Buying and existing business, steps in acquisition
 - e. Joint ventures, Synergy, Mergers, Takeovers
 - f. Evaluating an existing business
 - g. Determining value of business
5. **Building a powerful marketing plan**
 - a. Marketing plan and characteristics of marketing plan
 - b. Environmental analysis (Market research)
 - c. Preparing marketing plan
 - d. Building guerrilla marketing plan
 - e. Pinpointing the target market
 - f. Plotting guerrilla marketing strategy
 - g. Using www for marketing and selling
6. **Pricing Strategies**
 - a. Pricing strategy and tactics
 - b. Pricing strategies and methods for retailers
 - c. Pricing concepts for manufacturers
 - d. Impact of credit on pricing



7. Creating successful financial plan

- a. Creating projected financial statements and ratio analysis
- b. Breakeven analysis
- c. Cash management and cash budgets
- d. Avoiding cash crunch
- e. Selecting equity or debt financing
- f. Sources and nature of equity and debt financing

8. Putting the Business Plan to work

- a. Location criteria and options for business
- b. Location as source of competitive advantage
- c. Layout and design consideration
- d. Layout: maximizing revenues, increasing efficiency or reducing costs

9. Entrepreneurship in Pakistan

- a. Discussing various entrepreneurial start-ups in Pakistan
- b. Discussing various entrepreneurial case studies from Pakistani perspective
- c. Taking local entrepreneurial examples and consider how they emerged and became successful.

Recommended book

- Thomas W. Zimmerer & Norman M. Scarborough, *Essential of Entrepreneurship and Small Business Management*, Latest Edition, Prentice Hall of India.

Supporting books

1. Hisrich & Peters, *Entrepreneurship*, Latest Edition, McGraw-Hill.
2. Bruce R. Barriger & R Duance Ireland, *Entrepreneurship: Successfully launching new ventures*, latest Edition, Pearson Edu.
3. John Legge & Kevin Hindle, *Entrepreneurship: Context, Vision and Planning*, Latest Edition, Palgrave Macmillan
4. Micheal Schaper & Thierry Volery, *Entrepreneurship and Small Business Management*, Latest Edition, John Wiley & Sons Australia Ltd.
5. Donald F. Kuratko & Richard, *Entrepreneurship: Theory, Process and Practice*, Latest Edition, Thomson.
6. Dr. S.M. Naqi, *The Entrepreneurs*. (Case studies of Pakistani entrepreneurs)