

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**  
*(Department of Business Administration)*

**WARNING**

1. **PLAGIARISM OR HIRING OF A GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM THE AWARD OF DEGREE/CERTIFICATE IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENT(S) BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN, WILL BE PENALIZED AS DEFINED IN "AIU PLAGIARISM POLICY".**

**Course: Entrepreneurship (5026/8503)**  
**Level: BS (A & F)**

**Semester: Spring, 2024**

**Please read the following instructions for writing your assignments.**

**(AD, BS, BEd, MA/MSc, MEd) (ODL Mode)**

1. All questions are compulsory and carry equal marks but within a question, the marks are distributed according to its requirements.
2. Read the question carefully and then answer it according to the requirements of the question.
3. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.
4. Hand written scanned assignments are not acceptable.
5. Upload you typed (in Word or PDF format) assignments on or before the due date.
6. Your own analysis and synthesis will be appreciated.
7. Late assignments can't be uploaded at LMS.
8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their hand written assignments (in PDF format) on University LMS. The size of the file should not exceed 5 MB.

**Total Marks: 100**

**Pass Marks: 50**

**ASSIGNMENT No. 1**  
**(Units: 1-5)**

1. Provide a comprehensive outline of the phases in the entrepreneurship process. **(20)**
2. Examine the challenges associated with International Entrepreneurship. **(20)**
3. Discuss the problems linked to idea generation and propose strategies for overcoming them. **(20)**
4. Elaborate on the importance of a Business Plan and provide a brief outline of the steps involved in the planning process. **(20)**
5. Offer an overview of financial aspects and their significance in the success of a venture. **(20)**

## **GUIDELINES FOR ASSIGNMENT No. 1:**

The student should look upon the assignments as a test of knowledge, management skills, and communication skills. When you write an assignment answer, you are indicating your knowledge to the teacher:

- Your level of understanding of the subject;
- How do you think?
- How well you can reflect on your knowledge & experience?
- How well you can use your knowledge in solving problems, explaining situations, and describing organizations and management?
- How professional you are, and how much care and attention you give to what you do?

To answer a question effectively, address the question directly, bring important related issues into the discussion, refer to sources, and indicate how principles from the course materials apply. The student must also be able to identify important problems and implications arising from the answer.

For citing references, writing bibliographies, and formatting the assignment, APA format should be followed.

**Total Marks: 100**

**Pass Marks: 50**

## **ASSIGNMENT No. 2**

This assignment is a research-oriented activity. You are required to submit a term paper and present the same in the classroom before the final examination. The presentation component is compulsory for all students. You will have to participate in the activity fully and prepare a paper of about 15 to 20 pages on the topic allotted to you. The students are required to prepare two copies of Assignment No. 2. Submit one copy to your teacher for evaluation and the second copy for presentation in the classrooms in the presence of your resource persons and classmates, which will be held at the end of the semester before final examination.

**Include the following main headings in your report:-**

- a) Introduction to the topic
- b) Important sub-topics
- c) Practical aspects for the topic
- d) Review of theoretical and practical situations
- e) Merits, demerits, deficiencies or strengths of the organization for your topic
- f) Conclusions and recommendations
- g) Annex, if any

You must use transparencies, charts or any other material for effective presentation. You are also required to select one of the following topics according to the last digit of your roll number. For example, if your roll number is D-3427185 then you will select topic No.5 (the last digit):-

**List of Topics**

0. Elements of a Prosperous Business
1. Company's Business Framework
2. Angel Investors in Business Ventures
3. Replicating Entrepreneurial Ideas
4. Plan for Business Processes
5. Significance of Creativity and Novelty
6. Entry of a New Competitor in the Market
7. Creating a Winning Strategy
8. Income and Spending Analysis
9. Insolvency or Financial Distress

# **ENTREPRENEURSHIP**

## **Course Outlines (5026/8503)**

### **COURSE DESCRIPTION:**

The role of entrepreneurship in an economy is well documented and is of interest to businesspeople, politicians, university professors, and students. Many individuals desire to start and grow new ventures, but few can accomplish these tasks. This course is based on an understanding of all the functional areas of business and applies the tools and techniques of these areas to the process of new venture creation. The course explores the following aspects:

- The meaning of entrepreneurship, from a historical and research perspective
- The process of creating and evaluating opportunities for new ventures
- writing and presenting a business plan for such opportunities
- acquiring resources, both human and financial, required for the venture
- sales and marketing for the new venture
- legal issues relating to new ventures and intellectual property protection
- identifying challenges in new ventures, and identifying how to overcome them, and
- managing the growing venture

### **LEARNING OBJECTIVES:**

This course aims to develop students' entrepreneurial skills and qualities. By the end of the course, students should be able to:

- understand the process of starting and growing a new venture
- assess the strengths and weaknesses of a new venture opportunity
- write and present an effective and professional business plan
- integrate functional area material as it applies to new venture creation
- develop an understanding of the entrepreneurial process
- learn what role they should take in the entrepreneurial process

### **BRIEF COURSE OUTLINE:**

UNIT 1	POWER OF ENTREPRENEURSHIP
UNIT 2	INITIAL STEPS TO SET UP ENTREPRENEURIAL PROJECT
UNIT 3	UNDERSTANDING BUSINESS MODEL AND DEVELOPING YOUR STRATEGY
UNIT 4	BUSINESS PLANNING PROCESS
UNIT 5	BUILDING PRO-FORMA FINANCIAL STATEMENT
UNIT 6	FINANCIAL ENTREPRENEURIAL VENTURES WORLDWIDE
UNIT 7	DEBT AND OTHER FORMS OF FINANCING
UNIT 8	LEGAL AND TAX ISSUES
UNIT 9	ENTREPRENEURIAL GROWTH

# **ENTREPRENEURSHIP**

## **Course Code (5026)**

### **Unit No. 1 Entrepreneurial Process**

- 1.1. Entrepreneurship in Global Perspective
- 1.2. Factors for Starting a New Enterprises
  - 1.2.1 Personal Attributes
  - 1.2.2 Environmental Factors
  - 1.2.3 Other Sociological Factors
- 1.3. Evaluating Opportunities for New Businesses
- 1.4. Ingredients of a Successful Business

### **Unit No. 2 Initial Steps to Set Up an Entrepreneurial Project**

- I. Opportunity Recognition, Shaping and Reshaping
  - 2.1. From Glimmer to Action: How Do I Come Up with a Good Idea
    - 2.1.1. Finding Passion
    - 2.1.2. Idea Multiplication
  - 2.2. Ideas and Opportunities
- II. Selection of the Founding Team
  - 2.3. Bootstrapping: Building Team Based on Stage-of-Venture Life
  - 2.4. External Team Members
  - 2.5. Keeping the Team Together
    - 2.10.1. Burnout
    - 2.10.2. Family Pressure
    - 2.10.3. Interpersonal Conflict

### **Unit No. 3 Understanding the Business Model and Developing Strategy**

- 3.1. Business Model
  - 3.1.1. Revenue Model
  - 3.1.2. Cost Model
- 3.2. First Mover Myth
- 3.3. Formulating a Winning Strategy
  - 3.3.1. People-Centric Strategy
  - 3.3.2. Entry Strategy
  - 3.3.3. Growth Strategy
- 3.4. Marketing and Entrepreneurship
- 3.5. Marketing Strategies for Entrepreneurs
- 3.6. Marketing Skills for Managing Growth

#### **Unit No. 4 Business Planning Process**

- 4.1. Planning Process
- 4.2. Story Model
- 4.3. Business Plan
- 4.4. Types of Business Plans and its Components

#### **Unit No. 5 Building Pro-Forma Financial Statement**

- 5.1. Overview of Financial Statements
- 5.2. Building Pro-Forma Financial Statement
- 5.3. Expected Revenue and Expenditure
  - 5.4.1. Revenue Projections
  - 5.4.2. Cost of Goods Sold
  - 5.4.3. Operating Expenses
  - 5.4.4. Preliminary Income Statement
- 5.4. Building Integrated Financial Statements
  - 5.6.1. Income Statement
  - 5.6.2. Balance Sheet
  - 5.6.3. Cash Flow Statement

#### **Unit No. 6 Financial Entrepreneurial Ventures Worldwide**

- 6.1 Microfinance and Entrepreneurship
- 6.2 Entrepreneurs and Informal Investors
- 6.3 Venture Capital
- 6.4 Factors Effecting Availability of Financing
- 6.5 Bootstrapping New Ventures Valuation
- 6.6 Financing New Venture
  - 6.6.1 Informal Investors
  - 6.6.2 Business Angels
  - 6.6.3 Venture Capitalists
- 6.7 Harvesting Investment
  - 6.7.1 Initial Public Offering
  - 6.7.2 Selling the Company
  - 6.7.3 A Strategic Acquisition

#### **Unit No. 7 Equity and Debt Financing**

- 7.1. Equity Financing
  - 7.1.1. Common Stock
  - 7.1.2. Deferred Stock
- 7.2. Debt Financing
  - 7.2.1. Bonds
  - 7.2.2. Debentures

**Unit No. 8      Legal and Tax Issues**

- 8.1.    Choosing a Name of Entrepreneurial Venture
- 8.2.    Legal and Tax Issues in Hiring Employees
- 8.3.    Insurance
- 8.4.    Raising Money and Legal Issues

**Unit No. 9      Entrepreneurial Growth**

- 9.1     Making the Transition from Startup to Growth
  - 9.1.1   Driving Forces of Growth
  - 9.1.2   Growth Process
- 9.2     Exit Strategy

**Recommended Books:**

Bygrave D.W., & Zacharakis A. (2010). *Entrepreneurship* (2<sup>nd</sup> ed.). U.S.A.: John Wiley & Sons

Hisrich D.R., Peters P.M., & Shepherd A. D. (2009). *Entrepreneurship* (8<sup>th</sup> ed.). Illinois, U.S.A.: McGraw-Hill/Irwin

Kuratko F.D., & Hodgetts M. R. (2008). *Entrepreneurship: Theory, Process, and Practice* (8<sup>th</sup> ed.). Ohio, U.S.A.: South-Western Pub

