

JARAMONGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

COURSE OUTLINE

UNIT: BCM 3226: ENTREPRENEURSHIP BUSINESS PROCESS.

COURSE OBJECTIVES

By the end of the course the learner should be able to:-

- Analyze the principles of entrepreneurship.
- Apply the principles of entrepreneurship in starting up business.
- Apply the theories of entrepreneurship.
- Formulate strategy to improve the business.

LEARNING OUTCOMES

By the end of the course the learner should be able to:-

- Define entrepreneurship and management.
- Explain the theories of entrepreneurship.
- Identify the entrepreneurial personality and business acumen.
- Explain the driving force to entrepreneurship.
- Explain the myth and realities of entrepreneurship.
- Identify the stages of entrepreneurial development.
- Explain the preparations required for entrepreneurs.
- Explain the issues in entrepreneurship.

COURSE CONTENT

1. Definition of entrepreneurship and management.
2. Theories of entrepreneurship:-
 - Sociological
 - Economic
 - Psychological
 - Financial
 - Trait
3. Entrepreneurial personality

4. Business acumen
5. Driving forces to entrepreneurship.
6. Myths and realities in entrepreneurship.
7. Stapes of entrepreneurial development.
8. Preparations of entrepreneurs
9. Issues in entrepreneurship
 - Ethical
 - Political
 - Gender
 - Economic
 - Cultural

METHODOLOGY

To achieve the intent of the course, the following approaches are used:

- Lecturers and discussions.
- Assignments
- Group presentations.

COURSE EVALUATION

- | | |
|---------------------|------|
| • Assignment | 10% |
| • CAT | 20% |
| • Final examination | 70% |
| Total | 100% |

REFERENCES

Cassom, M. 1992. The entrepreneur: An economic theory, Oxford: Martin Robertson. 2nd Ed.

Gartner, W. 1988. Who is the entrepreneur is the wrong question. American Journal of Small Business,12: 11-32.

Drucker, P.F. Innovation and entrepreneurship. New York: Harper Business, 1985.

Cohen, W. A. The Entrepreneur and small Business Problem Solver, 3rd Ed. Hoboken. NJ: John Wiley andSons, 2006

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INSTRUCTION

Answer question ONE and any other TWO questions

- Q.1 a) Distinguish between entrepreneurship and management. (4marks)
- b) Explain the personal attributes of successful entrepreneurs. (16marks)
- c) Internet (IT) is a driving force to entrepreneurship. Explain how it benefits an entrepreneur (10marks)
- Q. 2 Explain the essential business acumen. (20marks)
- Q. 3 a) What are the myths and realities of entrepreneurship? (10marks)
- b) Clearly explain the phases of entrepreneurial development. (10marks)
- Q. 4 a) Discuss the issues in entrepreneurship. (10marks)
- b) What preparations does an entrepreneur require in order to venture in a business? (10marks)
- Q. 5 a) Explain the theories of entrepreneurship. (10marks)
- b) Briefly explain the benefits of starting a business. (10marks)