THE COLLEGE OF THE BAHAMAS
Course Outline

Title: Entrepreneurship
Abbreviation and Number: MGMT403
School: Business
Department: Management, Marketing and Administrative Office Management
Credits: 3
Course Sequence: ( ) Fall ( X ) Spring ( ) Fall and Spring
Hours Per Week: (3) Lecture ( ) Seminar ( ) Laboratory ( ) Studio ( ) Kitchen
( ) Other (Specify)
Pre-requisite(s): MGMT203
Co-requisite(s): None

COURSE DESCRIPTION
Students study theories and principles of entrepreneurship. They employ the principles of management, accounting, marketing, production and finance concepts to the planning and development of entrepreneurial enterprises.

SPECIFIC OBJECTIVES
Upon successful completion of this course, students will be able to
1) critique the development of entrepreneurial thoughts;
2) analyse the nature and scope of entrepreneurship
3) apply theoretical concepts to entrepreneurship by conducting preliminary business research;
4) conduct a feasibility assessment;
5) develop an innovative and creative business concept,
6) examine the tools of accounting, finance, management, marketing and production in entrepreneurship; and
7) produce a business plan.

COURSE CONTENT
I. Historical Perspective
   A. Revolutionary impact
      i. environment
      ii. age of gazelles
      iii. emerging trends
      iv. opportunities
   B. Evolution
      i. myths
      ii. process approach
      iii. intrapreneurship
   C. Corporate

II. Entrepreneurial perspective
   A. Mind-set in individuals
   B. Creativity and innovation
   C. Ethics
III. Developing the entrepreneurial plan
   A. Assessment of opportunities
   B. Feasibility
   C. Environmental assessment
   D. Marketing research
   E. Financial preparation

IV. Initiating entrepreneurial ventures
   A. Legal structures
      i. sole proprietorships
      ii. partnerships
      iii. corporations
      iv. special forms of partnerships and corporations
      v. franchising
   B. Legal issue related to emerging ventures
      i. patents
      ii. copyrights
      iii. trademarks
      iv. bankruptcy
      v. expenses
   C. Sources of capital
      i. debt versus equity
      ii. venture capital market
      iii. informal risk capital

V. Growth and development of entrepreneurial ventures
   A. Strategic planning for emerging ventures
      i. value
      ii. implementing
      iii. nature of operational planning
   B. Managing entrepreneurial growth
   C. Valuation
      i. acquisitions
      ii. leveraged buyout
   D. Harvesting
      i. succession challenges
      ii. strategy
      iii. complete sale of venture
ASSESSMENT
Feasibility Study ........................................... 20%
Business Plan ............................................... 30%
In-Class Tests ............................................... 20%
Final Examination ........................................... 30%
Total .......................................................... 100%

REQUIRED TEXTS

SUPPLEMENTARY READINGS/MATERIALS

JOURNALS
Entrepreneurship, Innovation and Change
Entrepreneurship Theory and Practice
International Entrepreneurship and Management
International Small Business Journal
Journal of Business Venturing

WEBSITES
www.forbes.com
www.thinkers50.com