



SIR SYED UNIVERSITY OF ENGINEERING & TECHNOLOGY
ELECTRONIC ENGINEERING DEPARTMENT
BS INFORMATION TECHNOLOGY ENGINEERING PROGRAM

COURSE INFORMATION SHEET

Session:	Spring 2024
Course Title:	Entrepreneurship
Course Code:	HS-411
Credit Hours:	2
Semester:	8 th
Pre-Requisites:	Nil
Instructor Name:	Syed Shahruxh Haider
Email and Contact Information:	shahruxhh@ssuet.edu.pk
WhatsApp Group:	Entre-Group
Office Hours:	8:30 AM – 5:30 PM
Mode of Teaching:	Synchronous

COURSE OBJECTIVE:

Motive of this course is to create awareness & help the students expand their knowledge for local & international entrepreneurship all around the globe as need of time. Students will be introduced to major features of a compatible entrepreneurship, opportunity identification and assessment, economic development capability of small scale business startup, alternative forms of work arrangements in the new economy balancing an entrepreneurial lifestyle, also identifying determining the tools of success to each student, goal setting and visioning.

COURSE OUTLINE:

Introduction to entrepreneurial, Venture & Enterprise. Risk & Return. Business Plan & Model its component. Intellectual Property. Financial Plan Sources of Capital. Resources of Finance Entrepreneurial Analysis, Marketing & Sales Plan of newly established business. Operation Management

COURSE LEARNING OUTCOMES (CLOs) and its mapping with Program Learning Outcomes (PLOs):

CLO No.	Course Learning Outcomes (CLOs)	PLOs	Bloom's Taxonomy
CLO_1	Discuss of complete process for entrepreneurial system and its components.	C2 (Understanding)	PLO-8 (Computing Professionalism & Society)
CLO_2	Develop a business plan with an appropriate business model	C3 (Applying)	PLO-10 (Lifelong Learning)



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CLO_3	Organize the outcome of the suggested financial plan & business model with an entrepreneur mindset.	A4 (Organizing)	PLO-6 (Individual & Team Work)
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RELATIONSHIP BETWEEN ASSESSMENT TOOLS AND CLOs:

Assessment Tools	CLO-1(31)	CLO-2(31)	CLO-3(38)
Assignments	10% (3)	10% (3)	10% (4)
Quizzes	10% (3)	10% (3)	10% (4)
Midterm Exam	48% (15)	48% (15)	--
Final Exam	32% (10)	32% (10)	80% (30)

GRADING POLICY:

Assessment Tools	Percentage
Quizzes	10%
Assignments	10%
Midterm Exam	30%
Final Exam	50%
TOTAL	100%

Recommended Book:

- Thomas Byers, Robert Dorf and Andrew Nelson, “ *Technology Venture* ”from idea to Enterprise”, Mc Graw Hill(2020), 10th Ed, ISBN: 978-0-07-786248-8

Reference Books:

- Norman.M.Scarborough et al. “*Essentials of Entrepreneurship and small business management*”, Pearson (2019), 8th Edition , ISBN 978-0-13-384962-2,
- The Lean Startup: How Today’s Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries, Penguin Books 2011, ISBN 9780307887894



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LESSON PLAN

Course Title: Entrepreneurship
Course Code: HS-4110T

Week No.	Week Dates	Topics	Required Reading	Key Dates
1	12-03-2024 to 15-03-2024	Introduction: What is Entrepreneurship, History of Entrepreneurship	SS-Pg # 22 NS Pg # 17-21	
2	17-03-2024 to 22-03-2024	Who are entrepreneur, Why be an entrepreneur, Entrepreneurial Options Role of entrepreneurship in economic growth, Roots of Opportunity	SS-Pg # 77 NS Pg#28	
3	24-03-2024 to 29-03-2024	Entrepreneurial/Business Process, Pros and Cons of Entrepreneurship, Mistakes of Entrepreneurship	NS-Pg #177	Assignment # 1
4	31-03-2024 to 05-04-2024	Venture Opportunity, Concept & strategy, Franchise Formation & planning Venture & franchise, Entrepreneurial/Venture; Process in stages. Types of Ventures	SS-Pg # 107,128,146 NS Pg# 107	Quiz # 1
5	07-04-2024 to 12-04-2024	Business Model: Types of Business Startup a Business; Management of Business	LN-Module 4:Pg2 NS: Pg # 672	Assignment # 2
6	14-04-2024 to 19-04-2024	Business Plan: How to write an effective business Plan Opportunity, Resource Utilization	SS-Pg#106 LN: Module 2	
7	21-04-2024 to 26-04-2024	Estimating market size, Market Segmentation, Target Customer: A case study	SS- Pg # 126-128 LN- Module 5	
8	28-04-2024 to 03-05-2024	Inside the Entrepreneurial Mind What they think; Generate your own unique individual business plan.	SS- Pg # 155-156 LN-Module 7 NS Pg# 137	Quiz # 2
9	Mid Term Examination (06-05-2024 to 11-05-2024)			



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10	13-05-2024 to 17-05-2024	Intellectual Property, Protection of IP: Copyrights, Trademarks	SS- Pg # 251 LN-Module 9	Assignment 3
11	20-05-2024 to 24-05-2024	Financial Plan & Smart Selling: Reading, Sources of Capital. Smart selling	NS Pg#702	Quiz # 3
12	27-05-2024 to 31-05-2024	Detailed Functional Planning: Marketing & Sales Plan	SS- Pg # 253 NS Pg # 177	
13	03-06-2024 to 07-06-2024	Acquiring & Organizing Resources Location; Facilitation & layout Management of Resources; Detailed segmentation of Resources	LN-Module 8	
14	10-06-2024 to 14-06-2024	Management of operation: Introduction to Operational expenditure.	.	
15	17-06-2024 to 21-06-2024	Business Operations, Sourcing of Finance; fetching ways for smooth operation of a venture.		
16	24-06-2024 to 28-06-2024	The Customer and Product Plan/Feasibility		
17	01-07-2024 to 05-07-2024	Understanding of Customer through Demand and Desire		
18	08-07-2024 to 12-07-2024	Product (Good and/or Service)		
Final Examination 15-07-2024 to 26-07-2024				

Name & Signature: Syed Shahrukh Haider
(Course Instructor)

Date: 02-May-2024

Name & Signature: _____
(Head of the Department)

Date: _____