

## Wollo University

A Course Guide for Entrepreneurship	Course title: Entrepreneurship
Module name :Entrepreneurship in biotechnology	Course code:BMgt4162
Module code:BMgt-M4163	Course ECTS:5
Module number:16	Course Weghit:3credit hours
Module Category : Supportive	Instructors contact information:  Name: Kassaw Setie  Phone:0918602541  E-mail:kassawsetie@gmail.com  Office hours :8:00-10:00 LT at COA 305  Course logistic: Classroom 6234
Module ECTS:7	
Year: IV	
Semester :II	
Target Group: Fourth Year Biotechnology Major Students	

### Course Description

The course entrepreneurship and business management addresses the basic concepts of entrepreneurs, entrepreneurship, creative process, business plan and the ways to manage business organizations effectively and efficiently.

### Course Objectives

One of the important inputs in any economic development of a country is entrepreneurship. The more entrepreneurship activity leads to better the development. Entrepreneurship is the life blood of any economy and it applies more to developing economy like Ethiopia. This course, hence, is designed to enhance entrepreneurship development which in turn can lead economic development.

### Assessment Arrangement

Formative assessment 50% (short quizzes at the end of each chapter, chapter assignments, presentations),  
Summative assessment 50% (final examination)

## **Chapter 1**

### Entrepreneurship and Entrepreneurs

- 1.1. Definition
- 1.2. Qualities of an entrepreneur
- 1.3. Functions of an entrepreneur
- 1.4. Role of entrepreneurship in economic development
- 1.5. Importance of Entrepreneurship

## **Chapter 2**

### Entrepreneurship and Innovation

- 2.1. Creativity as a prerequisite to Innovation
- 2.2. Creative process
- 2.3. Innovation and Entrepreneurship
- 2.4. Technological innovation
- 2.5. Windows and corridors
- 2.6. Myths-fantasies-Not facts
- 2.7. Success factors of entrepreneurial ventures

## **Chapter 3**

### 3. Creating and developing the business

- 3.1. Sources of new ideas
- 3.2. Methods of generating new ideas
- 3.3. Developing and using a business plan
- 3.3.1. Information needs
- 3.3.2. Writing the business plan
- 3.3.3. Using and implementing business plan

## **Chapter 4**

### 4. Legal issues for the entrepreneurs

- 4.1. Need for a lawyer
- 4.2. Patent
- 4.3. Copy right
- 4.4. Trade secrets
- 4.5. Products safety and liability
- 4.6. Insurance

## **Chapter 5**

### 5.1. Small scale industry

### 5.2. Institutional set up for promotion of small scale industries

### 5.3. Financing the small scale industries

### 5.4. Management concepts in running small businesses Managing business ventures

#### 5.4.1. Management Defined

#### 5.4.2. Functions of managers

#### 5.4.3. Major functional areas of management

#### 5.4.4. Marketing management

#### 5.4.5. Financial management

#### 5.4.6. Human resources management

#### 5.4.7. Production management

## **Chapter 6**

### Management of resources

## Chapter 7

Sources of finance for small business

### References:

1. Justin G. Longenecker , Carlos W. Moore and J. William Petty (2002) . Small Business Management: An Entrepreneurial Emphasis. South-Western College Pub; 12 edition
2. Tom Gegax<http://www.amazon.com/exec/obidos/ASIN/0061206695/spirit2spirit> - # and Phil Bolsta (2007). The Big Book of Small Business: You Don't Have to Run Your Business by the Seat of Your Pants. HarperBusiness; 1st Collins Ed edition.
3. Bill Collier(2005).[http://www.amazon.com/Succeed-Small-Business-Owner-Still/dp/0977778509/ref=pd\\_sim\\_b\\_1](http://www.amazon.com/Succeed-Small-Business-Owner-Still/dp/0977778509/ref=pd_sim_b_1) - #**How to Succeed as a Small Business Owner** and Still Have a Life. Porchester Press; 1st edition.
4. Harry Beckwith<http://www.amazon.com/exec/obidos/ASIN/0446520942/spirit2spirit> - # (1997). Selling the Invisible: A Field Guide to Modern Marketing. Business Plus.
5. Harry Beckwith (2000). The Invisible Touch: The Four Keys to Modern Marketing. Maxwell.