

Pokhara University
Faculty of Science and Technology

Course Code.: MGT 332

Course title: Entrepreneurship and Professional Practice (2-1-0)

Nature of the course: Theory and Practical

Level: Bachelor

Full marks: 100

Pass marks: 45

Time per period: 1 hour

Total periods: 30

Program: BE

1. Course Description

This course provides an understanding of entrepreneurship and professional practices with the intention to prepare students for entrepreneurial and professional roles. The course covers the fundamentals of entrepreneurship, business process issues, business models and professional ethics and legal issues. The course delivery consists of lecture sessions, guest entrepreneur sessions, case studies, business model and plan development and students' experiential exercises. At the end, students will be able to apply course knowledge on developing a technology-based business model and be prepared for professional roles.

2. General Objective

The course is designed to familiarize entrepreneurial and professional career opportunities in ICT including with more focus to enhance their entrepreneurial attitude and intention. It helps to make students able to understand the foundational issues of entrepreneurship, creativity, innovation and ideation, the process of startup and make students able to develop and present business canvas, plan and deck. It also helps students to understand issues on professional practices and legal issues for the ICT based engineering career.

3. Contents in Detail

Specific Objectives	Contents
To enable students to explain foundational entrepreneurship concepts and familiarize them with entrepreneurial and professional career opportunities	Unit I: Introduction to Entrepreneurship (4 Hrs.) 1.1 Fundamentals of Entrepreneurship 1.1.1 Definition of entrepreneurship 1.1.2 Key terminologies: startup, enterprise, entrepreneur, entrepreneurial attitude, intention, and behavior 1.1.3 Comparison: entrepreneurship vs employment 1.1.4 Types of entrepreneurs and their characteristics 1.1.5 Enterprise lifecycle 1.1.6 Role, importance and challenges 1.2 Emerging technologies, trends of global and local startups
To make the students familiar with creativity, innovation and idea generation for	Unit II: Creativity, Innovation and MVP (3 Hrs.) 2.1 Concept of creativity, innovation and opportunity recognition 2.2 Sources of new business ideas and tools for idea generation 2.3 Types of innovation: product, process, and business model 2.4 Value proposition and minimum viable product (MVP)

developing viable product	
To make the students analyze startup foundation issues related to environment, competition, market, strategy, team and finance	Unit III: Startup Foundational Analysis (8 Hrs.) 3.1 Environmental analysis 3.1.1 Entrepreneurship ecosystem 3.1.2 Entrepreneurship supports and barriers 3.2 Competitor analysis 3.2.1 Identifying competitors 3.2.2 Sources of competitive advantage 3.3 Market analysis and plan 3.3.1 Market research, target customer profile 3.3.2 Key terminologies: SAM (Serviceable Available Market), TAM (Total Addressable Market), SOM (Serviceable Obtainable Market), and GTM (Go-To-Market) strategy 3.3.3 Branding and promotional strategies 3.4 Business strategy development 3.4.1 Vision and Mission statements 3.4.2 SMART Goal 3.5 Building team for startup 3.5.1 Strategies for recruiting founders and early employees 3.6 Financial analysis 3.6.1 Revenue streams and cost structures 3.6.2 Key financial statements for future financial projections 3.6.3 Raising capital for startup: seed capital, angel investment, venture capital
To enhance the knowledge/skills of the students on developing business canvas and business plan and presenting idea deck	Unit IV: Business Modeling, Planning and Pitching (6 Hrs.) 4.1 Business canvas 4.1.1 Types of business canvases: business model, value proposition and lean 4.2 Business plan 4.2.1 Importance of the business plan 4.2.2 Contents of a successful business plan 4.3 Business pitch 4.3.1 Contents of successful idea pitch for different stakeholder 4.3.2 Pitch delivery skills
To make the students familiar with professional ethics, roles and responsibilities	Unit V: Ethics and Responsibilities for Professional Practice (4 Hrs.) 5.1 Professional ethics and responsibilities 5.1.1 Professional roles and responsibility 5.1.2 Conflict of interest 5.1.3 Whistleblowing 5.1.4 Corporate social responsibility 5.2 Code of conduct-Nepal Engineering Council, IEEE and ACM

To make the students knowledgeable about legal issues on intellectual properties, ICT and business registration and taxation	Unit VI: Legal Issues for Professional Practice (5 Hrs.) 6.1 Intellectual Properties 6.1.1 Copyright, patent, design, trademark, and trade-secrets 6.1.2 IP Laws 6.2 IT related policies and laws in Nepal 6.2.1 ICT Policy 6.2.2 Electronics Transaction Act 6.2.3 Communication Act 6.3 Legal issues for startup 6.3.1 Business registration in Nepal 6.3.2 Taxation and compliance requirements
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4. Methods of Instruction

Main methods of instruction:

1. Lecture, social media videos and guest entrepreneur speaker on course contents
2. Discussion on lecture contents, case studies, assignments and activities
3. Group work on business canvas, business plan and idea deck
4. Individual field visit and case development of local entrepreneurs
5. Presentation of assignments and business deck for seed fund.

5. List of Tutorials

The following tutorial activities of 15 hours should be conducted to cover all the required contents of this course.

S.N.	Tutorials
Unit 1	Tutorial 1: Students review and discuss paper or video case studies. Tutorial 2: Each student interviews a local entrepreneur and develops a short case on journey and challenges on entrepreneurship. Submit case.
Unit 2	Tutorial 3: Each student identifies a local problem and develops a solution (business idea) and lists the process for startup. Discuss selected ideas.
Unit 3	Tutorial 4: Students explore in-depth issues (based on content of unit 3) for an innovative business idea. Discuss issues of selected ideas. Tutorial 5: Learn company registration process and filling mock registration form Tutorial 6: Discussion on mock loan application form
Unit 4	Tutorial 7: Develop and submit one page business, value or lean canvas. Tutorial 8: Preparation of business idea pitch. Pitch of selected ideas. Tutorial 9: Preparation and submission of detailed business plan. Tutorial 10: Chart paper or banner presentation and gallery walk session based on business canvas, idea pitch and plan.
Unit 5	Tutorial 11: Case studies review and discussion.
Unit 6	Tutorial 12: Group discussions on legal policies and acts.

6. Evaluation system and Students' Responsibilities

Evaluation System

In addition to the formal exam(s) conducted by the Office of the Controller of Examination of Pokhara University, the internal evaluation of a student may consist of class attendance, class

participation, assignments, presentations, written exams, etc. The tabular presentation of the evaluation system is as follows.

External Evaluation	Marks	Internal Evaluation	Marks
Semester-End Examination	50	Class attendance and participation	5
		Case development	5
		Assignments, business canvas, and presentations	5+5+5
		Business Plan	15
		Internal Term Exam	10
Total External	50	Total Internal	50
Full Marks 50+50= 100			

Students' Responsibilities:

Each student must secure at least 45% marks in the internal evaluation with 80% attendance in the class to appear in the Semester End Examination. Failing to obtain such a score will be given NOT QUALIFIED (NQ) and the student will not be eligible to appear in the End-Term examinations. Students are advised to attend all the classes and complete all the assignments within the specified time period. If a student does not attend the class(es), it is his/her sole responsibility to cover the topic(s) taught during the period. If a student fails to attend a formal exam, quiz, test, etc. there won't be any provision for a re-exam.

7. Prescribed Books and References

Reference books:

1. Barringer, B.R., and Ireland, R. D., *Entrepreneurship: Successfully Launching New Ventures*. Pearson.
2. Hisrich, R.D., Manimala, Mathew J., Peters, M. P. and Shepherd, D. A. *Entrepreneurship*. McGraw Hill.
3. Holt, D.H. *Entrepreneurship New Venture Creation*. Prentice-Hall.
4. Timmons, Jeffry A., Spinelli Jr., Stephen. *New venture creation : entrepreneurship for the 21st century*. McGraw-Hill.

Recommended resources:

1. Entrepreneurship and Professional Practice Workbook
2. National and International Policies and Laws
3. Online book and information on technopreneurship, entrepreneurship and professional practice.