

Appendix F

Sample OBE Course Outline

Name of the University
Faculty of Business Studies
BBA program

COURSE OUTLINE -Entrepreneurship Development

Part A- Introduction

- I. Course Code and Title : BBA-4221 Entrepreneurship Development**
- II. Credit : 3 credit hours**

1. Course Summary

The twenty-first century has dawned with entrepreneurship as a major force shaping the global economy. The future growth of this economy lies in the hand of men and women committed to achieving success through innovative customer-focused new products and services. At the heart of this global movement are entrepreneurs who demonstrate their willingness to assume the risks associated with creating new business venture. The main objective of this course is to make the students acquainted with modern entrepreneurial tools by which an "Entrepreneur" endeavors to solve problems as time best suits. Moreover, at the edge of every chapter, case studies are made obligatory for the students so that they may observe the practical implications of the entrepreneurial tools in various business complexities.

2. Course Objectives

The prime objective of this course is to provide students with an in-depth knowledge of applying advanced approaches of functional areas to develop a business plan. In this course students will be exposed with the real life scenarios through solving relevant cases and interfacing practical situations.

3. Course Learning Outcomes: at the end of the Course, the Student will be able to-

CLO 1	
CLO 2	
CLO 3	
CLO 4	
CLO 5	

Part B- Content of the Course

4. Topics to be covered/Content of the course-

Topics	Specific Outcome(s)	Time Frame	Suggested Activities	Teaching Strategy(s)	Alignment with CLO
Overview of the course	<ul style="list-style-type: none"> -To comprehend the mission and vision of the institution -To acquire general idea about the course entrepreneurship development -To grasp the content and policies for the class 	Week 1	<ul style="list-style-type: none"> - Students will give brief introduction about themselves - Course outline will be discussing in details - Video presentation “Walt Disney” 	<ul style="list-style-type: none"> - socialized recitation - Show video to motivate the students 	<ul style="list-style-type: none"> *developed interest of the students CLO.... *express themselves while introducing themselves CLO....
The foundation of Entrepreneurship	<ul style="list-style-type: none"> - To analyze the entrepreneurial profile - To clarify the forces driving the growth of entrepreneurship - To analyze mistakes of entrepreneurship - To develop ways to avoid the pitfalls - To differentiate entrepreneur, intrapreneur and manager. 	Week 2	Student reporting on the “ profile of successful entrepreneurs of Bangladesh ” Case study analysis “ Collegiate entrepreneur ”	<ul style="list-style-type: none"> - interactive discussion - video presentation - lecture discussion with multi media 	<ul style="list-style-type: none"> *developed interest of the students * developed Critical thinking skills * Analyze the case and answered the question CLO...
Inside The Entrepreneurial Mind: From Ideas To Reality	<ul style="list-style-type: none"> - To discuss creativity and innovation. - To clarify the barriers to creativity - To apply the ways to enhance creativity - To analyze the technique to improve creative process - To discuss the ways to protect the ideas. 	Week 3	- Discussions and List of examples were shared	<ul style="list-style-type: none"> - interactive discussion - video presentation - lecture discussion with multi media - panel discussion 	<ul style="list-style-type: none"> * applied their creativity to develop business idea * instituted cooperation among the students in their group work CLO...
Conducting a Feasibility	<ul style="list-style-type: none"> - To demonstrate the guideline for preparing a business plan 	Week 5	<ul style="list-style-type: none"> - Provide a sample of business plan - Assignment : 	<ul style="list-style-type: none"> - lecture discussion with multi media 	<ul style="list-style-type: none"> * conduct current Industry analysis

Analysis and Crafting a Winning Business Plan			“Business proposal”	-White Board illustration	* Carry out Risk assessment
Designing A Competitive Business Model And Building A Solid Strategic Plan	- To conduct industry analysis to formulate strategy -To define competitive advantage, core competencies and balance score card.	Week 4	- group seat work– “Snow and soda: A profitable mix” - students reporting: “Success in the low end of the market”	- lecture discussion with multi media -video presentation -Quiz 1 will be taken	* develop business practices with emerging strategy * apply the concept SWOT analysis CLO...
Building A Powerful Marketing Plan	-To conduct marketing research. - To differentiate the marketing strategy - To develop marketing mix.	Week 6	- group seat work “The power of little blue and white boxes”	- interactive discussion - lecture discussion with multi media -video presentation -Quiz 2 will be taken	* apply the marketing concepts to build creative marketing strategy CLO...
Exam Review	- To make an overview		Lectures, questions and answers		
MID-TERM EXAMINATION		Week 7			
	Mid-term exam paper discussion and sharing mid-term grades Allocate group final term assignment	Week 8			
Integrated Marketing Communication and Pricing Strategy	- To analyze pricing strategies and tactics - To select the appropriate advertising media - To develop the pricing strategies and technique	Week 8	- student reporting: “Pricing Web Services” - Group seat work “marketing communication plan”	- socialized recitation - Board work	* Apply the different marketing technique * instituted cooperation among the students in their group work CLO...

Creating a successful financial plan	<ul style="list-style-type: none"> - To define about basic financial statement -To create projected financial statement the cash budget - To analyze breakeven analysis 	Week 10	<ul style="list-style-type: none"> - Prepare basic financial statement for the idea generated by the students - CW “startup expense” 	<ul style="list-style-type: none"> - white Board illustration - lecture discussion with multi media - Quiz 3 will be taken 	* Generate Financial report CLO...
Managing Cash flow	<ul style="list-style-type: none"> - To discuss the cash flow, cash management of business - To explain how to avoid the cash crisis. - To prepare a cash budget 	Week 11	<ul style="list-style-type: none"> - CW “Cash cash who’s got the cash” - board work 	<ul style="list-style-type: none"> - white Board illustration - lecture discussion with multi media 	* solved the problem given by the teacher and found in the book * Analyze the case and answered the question
Factors Affecting Entrepreneurial Growth	<ul style="list-style-type: none"> - To analyze the factors affecting the entrepreneurial growth and the importance of entrepreneurship in the economic development of a country. 	Week 12	<ul style="list-style-type: none"> - Discussion based on Bangladeshi context. - student reporting “Three women who made it” 	- Panel discussion	* Inculcate the appreciation of the topic or event CLO...
Forms of Business Ownership	<ul style="list-style-type: none"> -To Discuss different forms of business - To analyze different forms of franchising. 	Week 9	<ul style="list-style-type: none"> - Interactive Discussions with List of examples 	- lecture discussion with multi media	* Decide the appropriate forms for the business CLO...
Presentation & exhibition	<ul style="list-style-type: none"> - Power Pt Presentation/ models/ poster/ prototype of the business idea 	Week 13	Poster making competition	- Evaluation of Business idea using rubric	* present the business idea CLO...
Exam Review	<ul style="list-style-type: none"> - To make an overview 		Lectures, questions and answers	Quiz 4 will be taken	
FINAL EXAMINATION		Week 14			

Part C- Assessment and Evaluation

5. ASSESSMENT PATTERN

Quizzes:

Altogether 4 quizzes may be taken during the semester, 2 quizzes will be taken for midterm and 2 quizzes will be taken for final term. Out of this 2 quiz for each term best 1 quiz will be counted. No makeup quizzes will be taken. Students are strongly recommended not to miss any quizzes.

Assignment:

The students will have to form a group of maximum 4 members. The topic or case studies will be given as assignment in groups during the class which they have to prepare at home and will submit on or before the due date. No late submission of assignments will be accepted. Students will have to do the presentation on the given topic as assignment

Business plan:

In preparation of the *Business Plan*, the students will research current, state of the art best practices in business world. The business plan will be done in teams of 4 students at the maximum per group. The team will produce a short written business plan (Guidelines for writing the business plan or project report will be discussed in the class). It is the responsibility of individual students that there is no free riding in the team and convinces the instructor of that. Each student will individually prepare and present along with their team, a 4-minute summary of the findings of their portion of the report to the class in the last week before the term exam. This should be a PowerPoint presentation with descriptive notes. These will be submitted in both hardcopy and electronically to the course teacher.

CIE- Continuous Internal Evaluation (50 Marks)

Bloom's Category Marks (out of 50)	Tests (25)	Assignments (10)	Quizzes (05)	External Participation in Curricular/Co-Curricular Activities (10)
Remember			05	
Understand		05		
Apply	08			10
Analyze	09			
Evaluate	08			
Create		05		

SMEE- Semester Mid & End Examination (50 Marks)

Bloom's Category	Test
Remember	5
Understand	10
Apply	15
Analyze	10
Evaluate	5
Create	5

6. Assessment and Evaluation:

Grades will be calculated as per the university grading structure and individual student will be evaluated based on the following criteria with respective weights.

1. Quizzes	20%
2. Group Assignments	20%
3. Class Participation	10%
4. Term Examination	50%
Total	100%

Part D-Learning Resources**7. Textbook**

1. Arora, Renu and Sood S.K, Fundamentals of Entrepreneurship and Small Business, 1st Edition (2003), Kalyani Publishers, New Delhi, India.

Reference Books & Materials:

2. Barringer, Bruce R. and Ireland Duane R., Entrepreneurship Successfully Lanching New Ventures, 3rd Edition (2010) Pearson Education Inc., New Delhi, India
3. Forbat, John, Entrepreneurship the Seed of Success, 1st Edition (2008), New Age International Publishers, New Delhi, India
4. Hisrich, Robert, D, Peters, Michael, P and Shepherd, Dean, A, Entrepreneurship, 6th Edition (2008), Tata McGraw-Hill Publishing Company Limited, New Delhi, India.
5. Islam, Nazrul and Mamun, Muhammad, Z, Entrepreneurship Development An operational Approach Text & Case with Special Reference to Bangladesh, 1st Edition (2000), the University Press Limited, Dhaka, Bangladesh

6. Khanka, S.S, Entrepreneurial Development, 1st Edition (2009), S. Chand & Company Ltd, New Delhi, India.
7. Khan, A R, Entrepreneurship Small Business and Lives of Successful Entrepreneurs, 2nd Edition (2009), Decent Book House, Dhaka, Bangladesh
8. Timmons, Jeffry A. and Spinelli, Stephen Jr., New Venture Creation Entrepreneurship for the 21st Century, 6th Edition (2004), McGraw-Hill/Irwin, New York, America
9. Zimmerer, Thomas, W. and Scarborough, Norman, M, Essentials of Entrepreneurship and Small Business Management, 4th Edition (2005), Prentice Hall, India.
10. <http://www.cipe.org/sites/default/files/publication-docs/SituationAnalysis.pdf>
11. http://papers.ssrn.com/sol3/Delivery.cfm/SSRN_ID1682186_code1544266.pdf?abstractid=1682186&mirid=1
12. <http://smallbiztrends.com/2011/06/tips-and-tools-for-entrepreneurs.html>

