UNIVERSITY MALAYSIA PAHANG

FAKULTI TEKNOLOGI

UGE2002

Lecturers : Puan Fadilah Binti Siali & Hjh Mazita Mokhtar

Office : A2-0017

Lecture Detail : Tuesday (8:00 am – 9.50am @ WDK-1)

Consultation Hours: By appointment

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**Course Goal**

To provide students with an understanding about fundamental aspects of entrepreneurship/technopreneurship, and also to develop essential skills specifically in identifying opportunities, risk, planning, and executions.

**Objectives:**

* Students should be able to distinguish the characteristics of Entrepreneurship/Technopreneurship from different perspectives.
* Students should be able to explain the process developing business proposal, through new ventures.
* Develop students’ interest in entrepreneurship paradigm.

**Learning Outcomes:**

At the end of the course, students should inculcate the following agendas.

* To understand and able to explain the fundamental concept and definition of entrepreneurship.
* To understand the basic knowledge to form legal business entity and seeking support and other relevant agencies.

To be able to develop new business venture proposal from micro to medium size enterprise, and utilize various business areas such as marketing, operation, financial, and business process

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| **WEEK** | **DATE** | **TOPICS** |
| 3 | 28th Feb | 1. Introduction to entrepreneurship |
| 4 | 6th March | 1. Business environment, rules and support facilities |
| 5 | 13th March | 1. Developing entrepreneurial skills 2. Identification and choosing of business opportunity |
| 6 | 20th March | 1. Preparation of business plan 2. General guideline and business plan contents   **Submit individual assignment** |
| 7 | 27th March | 1. Administration and organizational plan   **TEST 1** |
| 8 | 3rd April | **SEMESTER BREAK** |
| 9 | 10th April | 1. Marketing Plan |
| 10 | 17th April | 1. Operational plan |
| 11 | 24th April | 1. Financial plan |
| 12 | 1st May | **PUBLIC HOLIDAY**  **Submit Group assignment report** |
| 13 | 8th May | 1. Business Plan Integration |
| 14 | 15th May | 1. Issues in entrepreneurship   **TEST 2** |
| 15 | 22nd May | **Group project**  **(submit report + oral presentation)** |
| 16 | 29th May | **STUDY WEEK** |
| 17 | 4th June -17th June | **FINAL EXAM** |

**Textbook**

Primary textbook**:**

Uitm Entrepreneurship Study Group, (2004), “Fundamentals of Entrepreneurship”, Pearson Malaysia Sdn Bhd

Secondary textbook:

Kuratko (2009). *Introduction to Entrepreneurship (9th Ed.)*. South Western. Cencage Learning

**Assessment Scheme:**

1. Assignment (Individual -10%, Group- 20%) 30%
2. Test 1 (Mid-Semester) 15%
3. Test 2 (End of Semester) 15%
4. Group Project (Bus. Plan) 40%

Total 100%

This syllabus is subject to change with advance notice whenever necessary.