Course Code: BCOM E3025
Title: Entrepreneurship
Type/Status: Core

Aims: This course unit is designed to provide students with the skills and practice to pursue a career as professional entrepreneurs or as innovative executives in large organizations and who may later face the task of managing the firm or a sub unit in an entrepreneurial and innovative context.

Learning Outcome: By the end of this course unit, students should be able to:

- critically evaluate how established corporations can renew and revitalize themselves the innovation and entrepreneurial activities.
- design the new ventures to optimize the odds for success in a corporate frame work.
- evaluate the importance of creativity and innovativeness and corporate strategy in an organization and its effect on achieving sustainable entrepreneurial performance.

Course Content:


Method of Teaching & Learning:

Seminars & self learning
Scheme of Evaluation:

End year examination

**Recommended Readings:**


