

**UNIVERSITI TEKNOLOGI MARA****ENT300: FUNDAMENTALS OF ENTREPRENEURSHIP**

<b>Course Name (English)</b>	FUNDAMENTALS OF ENTREPRENEURSHIP <b>APPROVED</b>		
<b>Course Code</b>	ENT300		
<b>MQF Credit</b>	3		
<b>Course Description</b>	This course provides an overview of the requirements for launching an entrepreneurial career and starting up an entrepreneurial venture. After an appreciation of the concept of entrepreneurship, students will be exposed to the critical role of opportunity recognition and evaluation. The course also shed light on the entrepreneur as the main success factor in the new venture formation and development. The central focus of the course is to prepare the students with the essence of entrepreneurship and business planning skills that is essential for the success of new ventures. The subject delivery combines both theoretical and practical aspects of entrepreneurship. Theoretical aspect is looking at the important elements in understanding entrepreneurship, while practical aspect is engaging the student to develop and propose a viable Business Plan.		
<b>Transferable Skills</b>	Entrepreneurial Mindset, Creative and Innovative		
<b>Teaching Methodologies</b>	Lectures, Tutorial, Simulation Activity, Discussion, Presentation, Collaborative Learning		
<b>CLO</b>	CLO1 Explain the fundamentals of entrepreneurship (PLO1) CLO2 Demonstrate the entrepreneurial mindset in identifying business opportunities (PLO10) CLO3 Demonstrate various entrepreneurial skills in preparing a business plan and pitching (PLO10)		
<b>Pre-Requisite Courses</b>	FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)		
<b>Reading List</b>	<table><tr><td><b>Recommended Text</b></td><td>Arshad, A.S., Kamall Khan, Y. , Zainal Abidin, Z. , Mohammad Kamaruddin, L, Syed Marzuki , S.Z. 2022, <i>Fundamentals of Entrepreneurship</i>, UiTM Press</td></tr></table>	<b>Recommended Text</b>	Arshad, A.S., Kamall Khan, Y. , Zainal Abidin, Z. , Mohammad Kamaruddin, L, Syed Marzuki , S.Z. 2022, <i>Fundamentals of Entrepreneurship</i> , UiTM Press
<b>Recommended Text</b>	Arshad, A.S., Kamall Khan, Y. , Zainal Abidin, Z. , Mohammad Kamaruddin, L, Syed Marzuki , S.Z. 2022, <i>Fundamentals of Entrepreneurship</i> , UiTM Press		
<b>Article/Paper List</b>	This Course does not have any article/paper resources		
<b>Other References</b>	This Course does not have any other resources		