



**UNIVERSITI TEKNOLOGI MARA**

**ETP609: ART AND DESIGN ENTREPRENEURSHIP**

<b>Course Name (English)</b>	ART AND DESIGN ENTREPRENEURSHIP <b>APPROVED</b>
<b>Course Code</b>	ETP609
<b>MQF Credit</b>	2
<b>Course Description</b>	This course provides a thorough understanding and a systematic process and theory in molding students to become entrepreneurs. A business proposal is acquired at the end of the course to prepare students with the tools and knowledge to start business in a competitive edge.
<b>Transferable Skills</b>	1. Demonstrate ability to articulate self skills, knowledge and understanding confidently in a variety of contexts. 2. Demonstrate ability to manage personal performance to meet expectations and demonstrate drive, determination and accountability, 3. Demonstrate ability to work professionally in a team
<b>Teaching Methodologies</b>	Lectures, Discussion, Presentation
<b>CLO</b>	CLO1 To develop management skills and styles in the Art and Design entrepreneurship CLO2 To prepare the students with the complete knowledge in creating a business proposal in Art and Design CLO3 To build confidence and professionalism in venturing into new business
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to Art &amp; Design entrepreneurship</b> 1.1) n/a	
<b>2. Ownership in business</b> 2.1) Sole proprietorship 2.2) Partnership 2.3) Limited company 2.4) Franchising/Buying an existing business	
<b>3. Creating a business plan/proposal</b> 3.1) n/a	
<b>4. Identifying business in art proposal</b> 4.1) n/a	
<b>5. Bench-marking</b> 5.1) n/a	
<b>6. Steps and procedures in creating business plan &amp; proposal</b> 6.1) n/a	
<b>7. Globalization</b> 7.1) n/a	
<b>8. Presentation</b> 8.1) n/a	
<b>9. The art of managing</b> 9.1) n/a	
<b>10. The art of becoming the good manager</b> 10.1) n/a	

<b>11. Managing the profitable business</b> 11.1) n/a
<b>12. The legal aspect of business</b> 12.1) n/a
<b>13. Ethics in business</b> 13.1) n/a
<b>14. The legal procedures</b> 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Group Assignments (Market Analysis)	25%	CLO1
	Assignment	Assignment I (Self-Analysis) and Assignment II	35%	CLO3
	Group Project	Final Project (Business Proposal and Product)	40%	CLO2

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> <li>• Heller,R and Hidle,T 2008, <i>Essentials Managers Manual</i>, Ed., , Darling Kindersby:London,New York, Sydney, Mo [ISBN: ]</li> <li>• Longenecker G.Justin 2006, <i>Small-Business Management</i>, Ed., , South Western Publishing Co:Chicago [ISBN: ]</li> <li>• Roth,p 2005, <i>Writing Killer Sales Proposals Win The Bid an</i>, Ed., , Ep Entrepreneur Press:Canada [ISBN: ]</li> <li>• Tiffany,p 2005, <i>Business Plans For Dummies</i>, Ed., , Wiley Pub Inc:New Jersey</li> </ul>

<b>Article/Paper List</b>	This Course does not have any article/paper resources
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<b>Other References</b>	This Course does not have any other resources
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