



**UNIVERSITI TEKNOLOGI MARA**

**ETR300: FUNDAMENTALS OF ENTREPRENEURSHIP**

<b>Course Name (English)</b>	FUNDAMENTALS OF ENTREPRENEURSHIP <b>APPROVED</b>				
<b>Course Code</b>	ETR300				
<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 Creative and Innovative				
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Case Study, Discussion				
<b>CLO</b>	CLO1 Explain the fundamentals of entrepreneurship using verbal and non-verbal communication. CLO2 Demonstrate the entrepreneurial mind in identifying business opportunities. CLO3 Demonstrate entrepreneurial skills in preparing a business plan.				
<b>Pre-Requisite Courses</b>	No course recommendations				
<b>Reading List</b>	<table border="1"> <tr> <td><b>Recommended Text</b></td> <td>• Sarimah Hanim Aman Shah &amp; Cecilia Soon Teik Lan 2016, <i>Entrepreneurship</i>, 4th ed Ed., Oxford Fajar</td> </tr> <tr> <td><b>Reference Book Resources</b></td> <td> <ul style="list-style-type: none"> <li>• Mariotti, S. &amp; Glackin, C. 2015, <i>Entrepreneurship: Starting and Operating a Small Business</i>, 4th ed Ed., Pearson Upper Saddle River</li> <li>• Scarborough, N.M. &amp; Cornwall, J. R. 2016, <i>Essentials of Entrepreneurship and Small Business Management</i>, 8th ed Ed., Pearson Boston</li> <li>• Sodri Ariffin &amp; Syahira Hamidon 2017, <i>Introduction to Entrepreneurship</i>, 1st ed Ed., Oxford Fajar Sdn. Bhd. Selangor</li> <li>• Spinelli, S. &amp; Adams, R. J. 2012, <i>New Venture Creation: Entrepreneurship for the 21st Century</i>, 9th ed Ed., McGraw-Hill/Irwin New York</li> <li>• Syahira Hamidon 2014, <i>The Development Of Malay Entrepreneurship in Malaysia</i>, 1st ed Ed.</li> </ul> </td> </tr> </table>	<b>Recommended Text</b>	• Sarimah Hanim Aman Shah & Cecilia Soon Teik Lan 2016, <i>Entrepreneurship</i> , 4th ed Ed., Oxford Fajar	<b>Reference Book Resources</b>	<ul style="list-style-type: none"> <li>• Mariotti, S. &amp; Glackin, C. 2015, <i>Entrepreneurship: Starting and Operating a Small Business</i>, 4th ed Ed., Pearson Upper Saddle River</li> <li>• Scarborough, N.M. &amp; Cornwall, J. R. 2016, <i>Essentials of Entrepreneurship and Small Business Management</i>, 8th ed Ed., Pearson Boston</li> <li>• Sodri Ariffin &amp; Syahira Hamidon 2017, <i>Introduction to Entrepreneurship</i>, 1st ed Ed., Oxford Fajar Sdn. Bhd. Selangor</li> <li>• Spinelli, S. &amp; Adams, R. J. 2012, <i>New Venture Creation: Entrepreneurship for the 21st Century</i>, 9th ed Ed., McGraw-Hill/Irwin New York</li> <li>• Syahira Hamidon 2014, <i>The Development Of Malay Entrepreneurship in Malaysia</i>, 1st ed Ed.</li> </ul>
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<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				