



UNIVERSITI TEKNOLOGI MARA

NMC460: BUSINESS AND MARKETING PLAN

<b>Course Name (English)</b>	BUSINESS AND MARKETING PLAN <b>APPROVED</b>				
<b>Course Code</b>	NMC460				
<b>MQF Credit</b>	3				
<b>Course Description</b>	The emphasis of this course is to nurture entrepreneurship culture among students so that they can appreciate the value of entrepreneurship in their daily life. Students will be introduced to the fundamental of entrepreneurship: its concept and theoretical framework of entrepreneurship, and the individual contentpreneurial development. Students will also be exposed to creative and innovative development that will enhance them in identifying business opportunities. Emphasis will also be made on methods of starting a business.				
<b>Transferable Skills</b>	Critical thinking, Leadership, Motivation, Communication				
<b>Teaching Methodologies</b>	Lectures, Practical Classes, Discussion, Presentation				
<b>CLO</b>	CLO1 Illustrate the concept of entrepreneurship theory CLO2 Adopt entrepreneurial culture in any profession CLO3 Identify the concept of creativity and innovation, risk taking and key dimensions of entrepreneurship in managing a business organization. CLO4 Propose entrepreneurship opportunity and approaches in establishing new ventures				
<b>Pre-Requisite Courses</b>	No course recommendations				
<b>Reading List</b>	<table border="1"><tr><td><b>Recommended Text</b></td><td>• Robert Hisrich, Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd 2009, <i>Entrepreneurship</i>, 8 Ed., Irwin Professional Pub [ISBN: 0073530328]</td></tr><tr><td><b>Reference Book Resources</b></td><td>• Donald F. Kuratko, Richard M. Hodgetts 2003, <i>Entrepreneurship: Contemporary Approach</i>, 6 Ed., Thomson [ISBN: 032427341X] • Bruce R. Barringer, R. Duane Ireland 2011, <i>Entrepreneurship</i>, 4 Ed., Prentice Hall [ISBN: 0132555522]</td></tr></table>	<b>Recommended Text</b>	• Robert Hisrich, Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd 2009, <i>Entrepreneurship</i> , 8 Ed., Irwin Professional Pub [ISBN: 0073530328]	<b>Reference Book Resources</b>	• Donald F. Kuratko, Richard M. Hodgetts 2003, <i>Entrepreneurship: Contemporary Approach</i> , 6 Ed., Thomson [ISBN: 032427341X] • Bruce R. Barringer, R. Duane Ireland 2011, <i>Entrepreneurship</i> , 4 Ed., Prentice Hall [ISBN: 0132555522]
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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				