CSC413 PRINCIPLES OF BUSINESS MANAGEMENT AND ENTREPRENEURSHIP

Learning Outcomes

- Examine nature of entrepreneurship and management.
- Discuss issues involved in developing businesses.
- Describe the process of starting business ventures.
- Discuss the problems faced by entrepreneurs.

Content

Entrepreneurship and entrepreneur defined; The entrepreneur and society;
Entrepreneurship and self-employment; The government and Entrepreneurship;
Entrepreneurship behaviours; Characteristics / qualities/traits of an entrepreneur; The entrepreneur (owner-manager) and the entrepreneur (employed manager) differences; Business ideas and opportunities: sources for business idea, enabling environment, public policies; Legal aspects of business; business formation; Sources of finance; Decision making and risks; Self-employment assessments; SMEs.

Pre-requisites

None

Delivery

Lectures, tutorials, case studies.