COURSE OUTLINE

Department/ Faculty:	Information Systems, Faculty of Computing	Page:	1 of 6	
Course code:	UHAK 1032	Academic Session/Semester:		20202021/1
Course name:	Fundamental Of Technology (Entrepreneurship)	Pre/co requisite (course name and code, if applicable):		-
Credit hours:	2			

Course synopsis	This 3-credit course will provide an overview of the basic concepts on entrepreneurship focusing on the nature, environment, and risks of new venture formation and building of businesses in the Malaysian context. It is designed to explore the personality of the entrepreneur and how innovative business ideas are created. Class members will consider business planning, self-assessment, idea generation, and operating strategies required to start a new small business. Students will also be exposed to current case studies of existing companies involved in the IT business. Active participation by students during class discussions and activities is encouraged & expected. Students successfully completing this course will be able to: • Have a thorough understanding of the entrepreneurial process from idea generation to the structuring of an entrepreneurial venture. • Describe the nature and characteristics of technopreneurs. • Research, recognize and access business opportunities. • Use analytical and critical thinking skills to determine the feasibility of a business concept. • Gained hands on experience with conducting research, develop, write, evaluate, presenting and defending segments of a business plan.
Course coordinator (if applicable)	

Course lecturer(s)	Name	Office	Tel (07-55)	E-mail (@utm.my)
	Mr. Hairudin Abdul Majid	N28 439-05	32417	hairudin@utm.my

apping of the Course Learning Outcomes (CLO) to the Programme Learning Outcomes (PLO), Teaching & Learning (T&L) methods and Assessment methods:

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No.	CLO	PLO (ICGPA CODE)	Weight (%)	*Taxonomies and **generic skills	T&L methods	***Assessment methods
CLO1	**Describe**(C2) the fundamental concept of entrepreneurship and how it relates to technology and innovation.	PLO10 (ES)	30	C2, ES1 , ES2	Lecture, active learning	A, FA
CLO2	**Analyze**(C4) business problem(s) and **evaluate**(L4) the best solution to the problem(s) using innovative technologies	PLO3(KW)	30	C4	Lecturer, Active Learning	A, MT
CLO3	**Apply**(C3) critical thinking and Apply team-working skills through role-playing of various business positions in operating a business venture..	PLO5 (TH)	40	C3, TH1, TH2	Project-based learning	e-Rezeki, FA

Refer *Taxonomies of Learning and **UTM's Graduate Attributes, where applicable for measurement of outcomes achievement
***T – Test; Q – Quiz; HW – Homework; L – Lab, GR – Group Project; PR – Personal Report; F – Final Exam etc.

Details on Innovative T&L practices:

No.	Type	Implementation
1.	Active learning	Conducted through in-class activities
2.	Project-based learning	Conducted through case study project. Tasks are given in sequential steps throughout the semester. Students in a group of 3/4 are require demonstrating the prototype design based on analysis and design method using structured methodology approach. The report must comply to the case study be given in the form of written report.

Weekly Schedule:

Week	Date	Topic	Remarks
		PART 1 – WHY BECOME AN ENTREPRENEUR?	
1	18th Oct	**Course Introduction** **1.0 Introduction to Entrepreneurship** The Entrepreneur / The Founder, entrepreneurial Process, Myth & Perceptions, Identity	**Class Activity: (Groupings & Company Formation & Reg., Business Card) Assignment 1: Business card(5%)**

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2	25th Oct	**2.0 Entrepreneurship and Innovation** Invention, Creativity, Innovation	
3	1th Nov	**3.0 Idea Generation and Evaluation** Problems, Opportunities, Solutions	Activity: Idea Generation Techniques using Fishbone Diagram Assignmrnt 2 (Fishbone Diagram(5%))
		**PART 2 – HOW TO DEVELOP A GREAT BUSINESS IDEAS?**	
4	8th Nov	**4.0 Entrepreneurial Business Model** Business Model, Revenue Model, Value Proposition	**Assignment 3 (Concept statement(5%))**
6	15th Nov	**5.0 Feasibility Analysis** Product/ Service, Industry/ Target Market, Organizational, Financial Feasibility Analysis	**Class Activity:** 1. **Problem Formulations** 2. **Poster Creation**
7	22th Nov	**6.0 Entrepreneurial Strategy** Industry and Competitors Analysis – **Porter Competitive Forces and Strategy; Blue Ocean Strategy** **Mid Term Challenge – Presentation**	**Submit Midterm Challenge report (10%)and presentation(5%). Mid-term test(20%)**
8	29th Nov	**Mid-Term Break**	**Mid-term Break(2 Days 27th & 28 Nov)**
		**PART 3 – HOW TO MOVE FROM IDEA TO REALITY?**	
9	6st Dec	**7.0 Business Plan** Reasons for BP, Who Reads the BP, Guideline, Outline of the BP, Presenting the BP **-Intellectual Property**	**Minicase Review: Business A to Z (pg. 169)** **Class Activity: Blue Ocean Strategy**
10	13th Decl	**8.0 Entrepreneurial Finance** Funding Opportunities, Grants, Competition e-Rezeki under MDEC program : Discussion 3	**Minicase Review: BLMA Models (pg. 273)**
11	20th Dec	**9.0 Entrepreneurial Marketing** 4Ps, Social Networks and Entrepreneurs **10.0 Building a New Venture Team** Team/ Group Formation, Structure, Teamwork	
12	27st Dec	**Technopreneurship Awareness Programme (TAP)** • **Talk by Invited Speaker - IP** • **Funding Opportunities** • **Elevator Pitch Competition**	**TechnoBizz 2020(Organization, Poster and Pitching (30%)**

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		• **Business Idea Competition** • **Product Exhibition**	
13	25th-29th Dec	**Study Week**	TechnoBizz(Blue Ocean Strategy, Business Model canvas, Financial estimation, Prototype system (20%))
14	30th Dec-14th Jan	**Final Exam**	

Transferable skills (generic skills learned in course of study which can be useful and utilised in other settings):

Team working, Writing technical report

Student learning time (SLT) details:

Distribution of student Learning Time (SLT) Course content outline					Teaching and Learning Activities		TOTAL SLT
	Guided Learning (Face to Face)				Guided Learning Non-Face to Face	Independent Learning Non-Face to face	
CLO	**L**	**T**	**P**	**O**			
CLO1	12	4				12.5h	28.5h
CLO2				16	5	15.5h	36.5h
CLO3	9		9	10	5	18.5h	51.5h
Total SLT	**21**	**4**	**9**	**38**	**10**	**64.5**	**146.5**

	Continuous Assessment	PLO	Percentage	Total SLT
1	Assignment (HW)	KW	15	**1h**
2	Mid-Term Challenge	KW	5	**2h30m**
		A	5	
		PS	5	
3	Business Plan	PS	5	As in CLO2, CLO3, CLO4
		TH	10	
		TW	5	
Grand Total SLT				**150h**

Special requirement to deliver the course (e.g: software, nursery, computer lab, simulation room):

Computer Lab

Learning resources:

Main references Barringer, B. R & Ireland, R. D. 2010. **Entrepreneurship: Successfully Launching New Ventures**, 3rd Ed. Pearson, New Jersey. (**RM90.00**) **Additional references**

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- MohdIskandarIllyas Tan. 2012. ModulPengajaran: **Keusahawanan, TeknologidanInovasi**, UTM, Johor(**RM20.00**)
- Barringer, B. R & Ireland, R. D. 2010. **Entrepreneurship: Successfully Launching New Ventures**, 3rd Ed. Pearson, New Jersey. (**RM90.00**)
- Baron R. A. & Shane, S. A., 2008. **Entrepreneurship: A Process Perspective**, 2nd Ed. Southern-Western Cengage Learning, Ohio.
- Kim, W. C & Mauborgne, R. 2005. **Blue Ocean Strategy**, Harvard Business School Publishing, Boston, MA.
- Osterwalder, A. 2004. **The Business Model Ontology - A Proposition In A Design Science Approach**, Unpublished PhD Theses

Academic honesty and plagiarism:

Assignments are individual tasks and NOT group activities (UNLESS EXPLICITLY INDICATED AS GROUP ACTIVITIES) Copying of work (texts, lab results etc.) from other students/groups or from other sources is not allowed. Brief quotations are allowed and then only if indicated as such. Existing texts should be reformulated with your own words used to explain what you have read. It is not acceptable to retype existing texts and just acknowledge the source as a reference. Be warned: students who submit copied work will obtain a mark of **zero** for the assignment and exams and disciplinary steps may be taken by the Faculty. It is also unacceptable to do somebody else's work, to lend your work to them or to make your work available to them to copy.

Other additional information (Course policy, any specific instruction etc.):

1. Attendance is compulsory and will be taken in every lecture session. Student with less than 80% of total attendance is not allowed to sit for final exam.
2. Students are required to behave and follow the University's dressing regulation and etiquette all the time.
3. Exercises and tutorial will be given in class and some may be taken for assessment. Students who do not do the exercise will lose the coursework marks for the exercise.
4. Assignments must be submitted on the due dates. Some points will be deducted for late submissions. Assignments submitted three days after the due date will not be accepted.
5. Make up exam will not be given, except to students who are sick and submit medical certificate confirmed by UTM panel doctors. Make up exam can only be given within one week of the initial date of exam.

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Assessment:

		PO3	PO5	PO10	Total
	Course Learning Outcome	CLO1	CLO2	CLO3	
1	**Assignments (15%)**				
	Assignment 1: Business card (5)	5			**5**
	Assignment 2: Fishbone Diagram (5)	5			**5**
	Assignment 3: Concept Statement (5)		5		**5**
2	**Mid-Term Challenge (15%)**				
	Mid Term Challenges Report (10)			10	**10**
	Mid-Term Challenge Presentation(5)			5	**5**
3	**Mid-Term Test (20%)**			20	**20**
4	**Technobiz (30%)**				
	Organization (10)			10	**10**
	Poster (10)			10	**10**
	Pitching (10)			10	**10**
5	**Technobiz Report (20%)**				
	Blue Ocean Strategy (5)			5	**5**
	Business Model Canvas (5)			5	**5**
	Financial Estimation (5)			5	**5**
	Overall Report (5)			5	**5**
	Total	**10**	**5**	**85**	**100**

Disclaimer: