

Course Name	ENTREPRENEURSHIP AND INNOVATION		Course Code	COMP 592					
Credit Hours	2		Contact Hours	Lec	Lab	Total			
				2	-	2			
Offered as	<input type="checkbox"/> University Requirement <input type="checkbox"/> College Requirement <input checked="" type="checkbox"/> Program Requirement <input type="checkbox"/> Core <input checked="" type="checkbox"/> Elective <input type="checkbox"/> ITEC <input checked="" type="checkbox"/> COMP <input type="checkbox"/> CNET								
Level	10		Prerequisite	NIL					
Course Description: This course aims to provide students with an understanding of the nature of enterprise and entrepreneurship and introduces the role of the entrepreneur, innovation and technology in the entrepreneurial process. The course will help the students to acquire the skills and know-how to develop their business idea all the way from the conceptual stage to the market place. It also helps the students to develop understanding of cultivating a business in diverse, global environments; leading and collaborating in a competitive world; developing an entrepreneurial mind for an entrepreneurial world; and industry dynamics of technological innovation.									
Upon completion, the student will be able to: <ul style="list-style-type: none"> ◆ Define, explain and illustrate theories of business innovation and entrepreneurship, the evolution of industries and economies, and the roles of entrepreneurs. ◆ Describe the processes by which innovation is fostered, managed and commercialized. ◆ Effectively and efficiently evaluate the potential of new business opportunities. ◆ Understand a business in diverse, global environments. ◆ Lead and collaborate in competitive world. 									
Assessment Methods	Exam-1	<input checked="" type="checkbox"/>	10%	Exam-2	<input checked="" type="checkbox"/>	10%	Assignments	<input checked="" type="checkbox"/>	20%
	Attendance	<input type="checkbox"/>	-	Lab Exam	<input checked="" type="checkbox"/>	20%	Final Exam	<input checked="" type="checkbox"/>	40%
Text Book: <ul style="list-style-type: none"> ◆ Osterwalder, A. & Pigneur Y, "Business Model Generation", John Wiley & Sons Publication, ISBN: 9780470876411, 2010.. ◆ Baron, R. A., & Shane, S. A. (2007). Entrepreneurship: A process perspective (2nd ed.). Toronto, ON: Nelson. ISBN-13: 978-0-176-10334-7 									
References: <ul style="list-style-type: none"> ◆ Ross, Emily & Holland, Angus, "100 Great Businesses and the Minds behind Them." Sourcebooks, 2005. ◆ Green, James V, "The Opportunity Analysis Canvas." CreateSpace, 2015. ◆ Wise, S. E, "Hot or not: How to know if your business idea will fly or fail?", Toronto, ON: Ryerson Entrepreneur Institute. ISBN-13: 978-1-46802-449-4, 2011. ◆ Kawasaki, G, "The art of the start 2.0: The time-tested, battle-hardened guide for anyone starting anything", New York, NY: Penguin. ISBN-13: 978-1-59184-784-7, 2015. 									