

UNIVERSITY OF LIMPOPO
TURFLOOP GRADUATE SCHOOL OF LEADERSHIP
P.O. Box 756, FAUNA PARK, 0787
Telephone: 015 290 2832

MBA PROGRAMME: 2014

COURSE: The Entrepreneurial Process: Starting Successful New Ventures

SUBJECT CODE: MBEN 816/CMBG 192

PURPOSE OF THE COURSE OUTLINE

1. Serves as a frame of reference for the contents of the subject.
2. Guides the student and the lecturer in the preparation for classes.
3. Provides guidelines for self-study.

COURSE OUTLINE

1. Lecturing dates and learning schedule
2. Module Designation
3. Admission requirements
4. Notional Hours
5. Syllabus/content
6. Moderation
7. Facilitator and Contact Information.
8. Consultation Hours
9. Specific Outcomes
10. Instructional Strategy
11. Course Content
12. Prescribed Book
13. Recommended books and further reading
14. Assessment
15. Assignments
16. Assignment Submission Dates and Test Dates

1. LECTURING DATES

Saturday	26 July 2014
Wednesday	21 August 2014
Wednesday	10 September 2014
Saturday	18 October 2014

2. MODULE DESIGNATION

Qualification standard (s)	: Masters in Business Administration
Faculty	: Management and Law
School	: Graduate School of Leadership
Department	: MBA Programme
Discipline	: Management
Name of Module	: Entrepreneurship
Module Code	: MBEN 816/CMBG 192
NQF Field	: Management
NQF Sub – Field	: Business Management
NQF Level	: 08
Year Level	: 02
Credit Total	: 12
Issue Date	: 01 July 2013
Expiry Date	: 31 December 2014
Implementation date	: 01 July 2013

3. ADMISSION REQUIREMENTS

As contained in the relevant prospectus

4. NOTIONAL HOURS

Student Activity	Hours for whole module
Lectures	40
Reading and Tutoring	50
Assessment	<u>30</u>

TOTAL

120

5. SYLLABUS/CONTENT

- Concepts of entrepreneurship and new enterprise formation;
- An overview of intellectual, physical and emotional demands associated with starting a new enterprise;
- The realities of entrepreneurial activity, an understanding of processes important in improving the probability of success and an appreciation of the role of small and medium-sized enterprises play in a modern economy;
- A pragmatic insight into the processes and systems required to conceive, research, write and pitch a credible plan in order to gain necessary resources to launch a new enterprise;
- Provide an ideal opportunity to develop, refine and test their concept, to write a business plan for it and to get to the stage where they can raise finance

6. MODERATION

Internal and External

7. FACILITATOR AND CONTACT INFORMATION:

Name and Surname	Contact details	Office no
Dr. Mankolo Lethoko	Telephone: 015 290 2857 Fax: 015 290 2852 <u>Email: mankolo. lethoko@ul.ac.za</u>	None

8. CONSULTATION HOURS

TUES : 10H00 – 12H00; 15H00 – 16H00

THURS : 10H00 – 12H00; 15H00 – 16H00

Otherwise make an appointment with Ms Daphney Lebea (MBA Secretary) at 015 290 2832 or daphney.lebea@ul.ac.za.

9. SPECIFIC OUTCOMES

After completing this module, MBA students will be able to do the following:

- Explain the challenges of establishing a new commercial enterprise;
- Explain the nature, characteristics and challenges of establishing a social enterprise;
- Evaluate what makes a successful commercial or social entrepreneur;
- Develop a credible and informed plan for start-up enterprise;
- Appreciate the perspectives and interests of those parties who might finance a new enterprise.

10. INSTRUCTIONAL STYLE AND METHODOLOGY

The aim of this course is to apply interactive lecturing to enable the student to apply the knowledge in the work environment. The instructional strategy will consist of:

- Lectures
- Individual Assignments
- Group Assignments
- Group Discussions
- Case Studies/visits to entrepreneurs
- Class Presentations
- Tests
- Examination

Emphasis is placed on both theoretical understanding and the practical application of theory. The aim of the course is student-orientated. Students must consistently

attempt to reach a high level of independent study. Study units must be prepared in advance of lectures and in accordance with the course content and course programme. Students must further enhance their learning experience by doing extra reading from the list of recommended sources. **Dependence on one text reading is a recipe for disaster. Use of the extra books and articles is highly recommended.**

11. COURSE CONTENT

i) Concepts of entrepreneurship and new enterprise formation;

- Discussion of terms such as entrepreneurship, entrepreneur, small business, entrepreneurial ventures, entrepreneurial orientation, entrepreneurial process, entrepreneurial orientation, Entrepreneurial process, entrepreneurship theory, The economists, The behaviourists, entrepreneurship, etc.
 - New enterprise formation: includes a model for entrepreneurial development which includes entrepreneurial orientation, the supportive environment, the co-operative environment, entrepreneurial success factors, managerial success factors –chapter 1
- ii) An overview of intellectual, physical and emotional demands associated with starting a new enterprise;
- iii) The realities of entrepreneurial activity, an understanding of processes important in improving the probability of success and an appreciation of the role of small and medium-sized enterprises play in a modern economy;
- iv) A pragmatic insight into the processes and systems required to conceive, research, write and pitch a credible plan in order to gain necessary resources to launch a new enterprise;
- v) Provide an ideal opportunity to develop, refine and test their concept, to write a business plan for it and to get to the stage where they can raise finance.

12. PRESCRIBED BOOK

Nieman, G., Hough, J., & Nieuwenhuizen, C. (Eds). 2009. *Entrepreneurship: A South African perspective* 2nd Ed. Pretoria: Van Schaik.

13. RECOMMENDED READINGS

Meyer, M. H. & Crane, F. G. 2014. *New venture creation: An innovator's guide to entrepreneurship*. SAGE publishers: Los Angeles.

Petty, J.W., Palich, L.E., Hoy, F. & Longenecker, J.G. 2012. *Managing small business: An entrepreneurial emphasis*. 16th ed. London: South-Western Cengage Learning.

Van Aardt, I., Van Aardt, C., Bezuidenhout, S. & Mumba, M. 2008. *Entrepreneurship and New Venture Management*. 3rd edition. Oxford Southern Africa: Cape Town.

Strydom, J. (ed). 2007. *Entrepreneurship and how to establish your own business*. Juta publishers: Cape Town.

14. DATABASES USED BY UNIVERSITY OF LIMPOPO LIBRARY

1. www.sabinet.co.za

SA E– Publications

User ID: 350010j0

Password: 3500diw

For online reference services on Sabinet

User ID: 350010w9

Password

2. <http://search.epnet.com>

ebscohost

USER ID: S8403295

Password: Password

3. www.sciencedirect.com

Science Direct

No Password required

4. www.emeraldinsight.com

Emerald

User ID: zstud

Password: student

15. JOURNALS IN THE LIBRARY OF UNIVERSITY OF LIMPOPO

1. Academy of Management Journal
2. Academy of Management Review
3. Journal of Management
4. Journal of management Development
5. Journal of Management Education
6. Journal of Management Studies
7. Journal of Business Management
8. Management Science
9. Management Today
10. Management Learning

16. ASSESSMENT

16.1 Formative assessment:

- a. Individual assignment 30%

b.	Group assignment	20%
c.	Test – theory and cases	50%
Total: Year Mark		100%

1. Group assignments will be in a form of a practical session which will involve real life experiences with entrepreneurs in Polokwane city. The group will decide on the entrepreneur they want to engage. Then they will conduct the relevant study and do a write-up of the data they would have collected.
2. The individual assignment will be based on the practical session above. It will be a reflective exercise whereby students will reflect on what they have learnt from the group assignment.
3. Theory test will test the theoretical aspects and a case study. It will be a 2 hour open book test.

16.2. Summative Assessment:

Final mark: = 100% (Year mark + Exam mark) ÷2

Please Take Note: a 50% year mark is required for examination entry in all MBA modules and 50% in the exam.

17. ASSIGNMENTS

Assignments must be handed in on the scheduled due dates.

Please note that:

- i) It is the responsibility of the student (not TGSL or the secretary) to hand in the assignment to the lecturer in class.
- ii) No emailed assignments will be accepted.
- iii) Late submission of assignments will carry a penalty of 5% of the mark per day for a maximum of 3 calendar days after which a zero mark will be awarded without any chance of re-take.

iv) Make-up assignments will not be entertained except where it is prescribed by the rules of TGSL and/or the University of Limpopo.

v) Pay special attention to references and quotes used in your assignments.

THE HARVARD method of referencing is used for all management sciences subjects. Furthermore, make sure that your references, quotes and bibliography are technically correct. Contact the librarian of the Faculty of Management (015) 268 2321) or 015 268 2959 if you need advice on how to do references, quotes and how to meet the technical requirements of your bibliography.

18. LECTURING DATES AND LEARNING SCHEDULE (2014)

DATE	TOPIC	CHAPTER	ASSESSMENTS
26 July Saturday	Concepts of entrepreneurship and An overview of intellectual, physical and emotional demands associated with starting a new enterprise	CH 1 & 2	
21 August Wednesday	The realities of entrepreneurial activity, an understanding of processes important in improving the probability of success and an appreciation of the role of small and medium-sized enterprises play in a modern economy	CH 2 and 3	Individual Assignment 1
10 Sept Wednesday	A pragmatic insight into the processes and systems required to conceive, research, write and pitch a credible plan in order to gain necessary resources to launch a new enterprise;	CH 3 & 4	Test 1
18 October Saturday	Provide an ideal opportunity to develop, refine and test their concept, to write a business plan for it and to get to the stage where they can raise finance.	CH 5, 7, 8 and 9	Group Assignment 2

*A medical certificate must be provided to qualify for a test on medical grounds.