

MG-485 Entrepreneurship

Introduction to Entrepreneurship; The concept of entrepreneurship, entrepreneurial mindset, social entrepreneurship, essential entrepreneurial skills.

Initiating entrepreneurial ventures; innovation and creativity, assessment of entrepreneurial opportunities, pathways to entrepreneurial venture, sources of capital,

Developing the entrepreneurial plan; legal challenges, marketing challenges, financial planning, export orientation, developing an effective business plan.

Growth strategies; strategic entrepreneurial growth through scaling, valuation of entrepreneurial ventures, harvesting the entrepreneurial venture