

1.	Name of Course/Module	Technopreneur Venture
2.	Course Code	TTV 2541
3.	Status of Subject	Core for B.IT Artificial Intelligence
4.	MQF Level/Stage	Bachelor Degree – MQF Level 6
5.	Version (state the date of the last Senate approval)	June 2012
6.	Requirement for Registration	None
7.	Name(s) of academic/teaching staff	Cheong Soon Fatt Hiew Bee Yan Ibrahim Yusof
8.	Semester and Year offered	Trimester 1 (Beta Level)
9.	Objective of the course/module in the programme :	
	To expose students to technopreneurship venture through practical means.	
10.	Learning Outcomes :	
	At the completion of the subject, students should be able to: LO1: Appreciate the contribution of an entrepreneur to the social and economic development (Cognitive level 2) LO2: Develop a business argument which is realistic and professional leading to a new venture (Cognitive level 6) LO3: Relate the skill sets of an entrepreneur with the career of an innovative technologist (Cognitive level 4) LO4: Appraise strategic planning and ways to manage emerging ventures (Cognitive level 6)	
11.	Synopsis:	
	This subject consists of workshops, seminars and a business plan competition. The workshops will cover participative discussions on technopreneurship issues. Seminars are where guest speakers comprising technopreneurs are roped in to share their real-life experiences and advice to the students. And, as part of their project, students are to develop a full business IT plan which must be realistic and professional. A business plan competition will be held to encourage students to produce quality plans. Part of the drafting of business plan and brainstorming sessions are held in class where the instructor provides guidance	
	Kursus ini merangkumi bengkel, seminar, dan penyertaan dalam pertandingan perancangan kewangan. Bengkel yang diadakan akan merangkumi perbincangan mengenai isu-isu <i>technopreneurship</i> . Seminar akan diadakan oleh penceramah jemputan yang akan berkongsi pengalaman mereka. Pelajar akan didedahkan kepada penyediaan perancangan kewangan dan seterusnya penyertaan dalam pertandingan yang berkaitan dengan penyediaan kewangan.	
12.	Mapping of Subject to Programme Outcomes :	
	Programme Outcomes	% of Contribution
	PO1: Apply soft skills in work and career related activities	21
	PO2: Demonstrate knowledge and understanding of fundamental concepts, principles and best practices	21
	PO4: Recognise and pursue continued life-long learning throughout their career	29

	PO5: Blend innovative mind and entrepreneurial skills		29
13.	Assessment Methods and Types :		
	Method and Type	Description/Details	Percentage
	Test	Written Exam	20%
	Practical Assignment	Practical Activities	20%
	Final Exam	-	-
	Business proposal	Report and Presentation	60%
14.	Details of Subject		
	Topics	Mode of Delivery	
		Lecture	Tutorial
	Entrepreneurial Revolution Perspective; Challenges; Current Issues and Emerging Trends; Evolution and Myth; Opportunities	2	0
	Workshop Discussion 1: Environmental Assessment and Marketing Research for a New Venture Environment for New Ventures; Macro View (Economic and Industry Environment); Micro View (Community Perspective); Marketing Concept, Planning, and Stages. Case Study issues	3	0
	Workshop Discussion 2: Financial Preparation for Entrepreneurial Ventures Importance of Financial Information; Preparing Financial Statement; Capital Budgeting; Break-Even Analysis; Ratio Analysis; Decision Support Systems. Case Study.	3	0
	Workshop Discussion 3: Developing an Effective Business IT Plan Pitfalls to Avoid in Planning; What is Business Plan?; Benefits of a Business Plan; Elements of a Business Plan; Presentation of the Business Plan. Case Study.	3	0
	Workshop Discussion 4: Legal Issues Related to Emerging Ventures Importance of Legal Issues; Patent Protection, Copyright Protection; Trademarks; Bankruptcy Issues and Laws. Case Study.	3	0
	Workshop Discussion 5: Sources of Capital for Entrepreneurs Debt versus Equity; The Venture Capital Market; Informal Risk Capital. Case Study.	3	0
	Workshop Discussion 6: Strategic Planning and Managing Emerging Ventures The Value of Strategic Planning; Implementing Strategic Planning; Venture Development Stages; Building the Adaptive Firm. Case Study.	3	0
	Business Plan drafting; Brainstorming session; and Technical and Financial presentation	3	0
	Seminar (Guest Speakers) Half-day to a Full-day seminar	5	0
Total	28	0	
15.	Tutorials		
	<ul style="list-style-type: none"> • NA • 		

16.	Total Student Learning Time (SLT)	Face to Face (Hour)	Total Guided and Independent Learning
	Lecture	28	28
	Tutorials	-	-
	Laboratory/Practical	-	-
	Presentation	4	6
	Assignment	-	10
	Mid Term Test	2	10
	Final Exam	-	-
	Quizzes		
	Sub Total	34	54
	Total SLT	88/40=> 2.20 ==>2	
17.	Credit Value	2	
18.	Reading Materials :		
	Textbook	Reference Materials	
	<ol style="list-style-type: none"> 1. Kuratko, D.F. and Hodgetts, R.M. (2007) Entrepreneurship: Theory, Process, and Practice, 7th ed. Thomson. ISBN: 0-324-36196-3 2. Peh, W.L. and Ng, Y (2005) Practice of Technopreneurship, Prentice Hall. ISBN: 981-244-903-5 3. Mankani, D. (2003) Technopreneurship : The Successful Entrepreneur in the New Economy. Prentice Hall. ISBN: 0-13-046545-3 	<ol style="list-style-type: none"> 1. Kuratko, D.F. and Welsh H. (2004) Strategic Entrepreneurial Growth. 2nd ed. Thomson. 2. Chell, E. (2001) Entrepreneurship: Globalization, Innovation and Development. Thomson Learning. 3. Morris, M.H. and Kuratko, D.F. (2002) Corporate Entrepreneurship: Entrepreneurial Development within Organizations. Thomson Learning. 	
19.	Appendix (to be compiled when submitting the complete syllabus for the programme) :		
	<ol style="list-style-type: none"> 1. Mission and Vision of the University and Faculty 2. Mapping of Programme Objectives to Vision and Mission of Faculty and University 3. Mapping of Programme Outcome to Programme Objectives 4. Programme Objective and Outcomes (Measurement and Descriptions) 		