

1.	Name of Course/Module	Introduction to Cyberpreneurship	
2.	Course Code	BEN2010	
3.	Status of Subject	Arts & Humanities for B.IT Information Technology Management	
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	Low Cheng Yaw	
8.	Semester and Year offered	Trimester 3 (Beta Level)	
9.	Objective of the course/module in the programme:		
	To introduce basic cyberpreneurship concepts to students.		
10.	Learning Outcomes:		
	At the completion of the subject, students should be able to:		
	LO1: Comprehend the concepts of cyberpreneur and cyberpreneurship (Cognitive, Level 2).		
	LO2: Apprehend the concepts of innovation and creativity in cyberpreneurial setting (Cognitive, Level 2).		
	LO3: Understand the basics of cyberpreneurial management, financing and marketing (Cognitive, Level 2).		
	LO4: Comprehend the importance of business plan (Cognitive, Level 2).		
	LO5: Understand the business plan components and design (Cognitive, Level 2).		
	LO6: Understand real life examples of cyberpreneurs through case study analysis (Affective, Level 3).		
	LO7: Apply the concepts learned for an advance course on cyberpreneurship (Cognitive, Level 3).		
	LO8: Employ the concepts learned in the real life situations (Psychomotor, Level 5).		
11.	Synopsis:		
12.	Mapping of Subject to Programme Outcomes:		
	Programme Outcomes		% of Contribution
	PO1: Apply soft skills in work and career related activities.		12.5
	PO2: Demonstrate knowledge and understanding of fundamental concepts, principles and best practices.		50
	PO4: Recognise and pursue continued life-long learning throughout their career.		12.5
	PO5: Blend innovative mind and entrepreneurial skills.		25
13.	Assessment Methods and Types :		
	Method and Type	Description/Details	Percentage
	Assignments	Report and Presentation	100%

14.	Details of Subject		
	Topics	Mode of Delivery	
		Lecture	Tutorial
	1. Creativity and innovation and their Commercialization What is creativity? What is innovation? Example of creativity that leads to innovation. The commercialization of creative and innovative ideas. Trends in technology development.	1	
	2. Establishing New Venture Opportunities for Entrepreneurship, Products Identification in various fields, Risk Management.	1	
	3. The Business Plan Development What is a Business Plan? The Need for a Business Plan. Preparing a Business Plan: a) Forecasting Developments and Charting an Action Plan b) Identifying the Product/Service c) Evaluating the Business Venture d) Market Research and Feasibility Study.	2	
	4. Financing Business Sources of Debt Financing, Sources of Equity Financing Financial Controls	2	
	5. Marketing Products Creating the Marketing Plan, Pricing for Profit, Creative Advertising and Promotion.	2	
	6. Entrepreneurship Case Studies Overview and analysis of successful entrepreneurs such as Bill Gates of Microsoft, Michael Dell of Dell, David Filo and Jerry Yang of Yahoo, etc.	2	
	7. Malaysian Entrepreneurship Discussion of Malaysian business environment, and illustrated with successful Malaysian entrepreneurs.	4	
	Total	14	
15.	Tutorials		
	Not Applicable		
16.	Total Student Learning Time (SLT)	Face to Face (Hour)	Total Guided and Independent Learning
	Lecture	14	14
	Tutorials		
	Laboratory/Practical		
	Presentation		
	Assignments (2)	-	20
	Mid Term Test		
	Final Exam		
	Quizzes		
	Sub Total	14	34

	Total SLT	48
17.	Credit Value	48/40=1.2 => 1
18.	Reading Materials:	
	Textbook	Reference Materials
	1. Donald F. Kuratko, Richard M. Hodgetts, "Entrepreneurship: Theory, Process and Practice", 6th Ed. South-Western, Thomson Learning, USA, 2004.	1. Schaper. M. and Volery. T., "Entrepreneurship and Small Business: A Pacific Rim Perspective", John Wiley & Sons, Australia, 2004. 2. Kaplan, J. M., "Patterns of Entrepreneurship", Wiley & Sons, USA, 2003. 3. Zimmerer, T. W. and Scarborough, N. M., "Essentials of Entrepreneurship and Small Business Management", 4th Ed. Prentice Hall, USA, 2004.
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) 	