

Course Code	MA522
Course Title	Engineer as an Entrepreneur
No. of Credits	3
Pre-Requisites	None
Compulsory / Optional	Compulsory for Mechanical Engineering with Business Track of Mechanical Engineering / Optional for Others
Aim (s): To inspire students and provide them with tools to start engineering ventures by recognizing opportunities, pursuing them and overcoming challenges.	
Intended Learning Outcomes: On completion of the course, students should be able to:	
<ol style="list-style-type: none"> 1. Explain the value of generating ideas and converting them into business opportunities. 2. Analyse the financial and technological feasibility of a new venture. 3. Explain how to acquire or develop the resources for a new venture. 4. Explain the applicable laws & documentation for creating an organization in Sri Lanka. 5. Develop a business plan for a new venture. 	
Time Allocation (Hours): Lectures 18, Tutorial / Small Group Discussions 14, Assignments 26	
Course content / Course descriptions:	
<ul style="list-style-type: none"> ● Introduction to Entrepreneurship: Role of an entrepreneur in creating jobs and wealth; risks and rewards of starting a business ● Idea Generation and Feasibility Analysis: Idea to market process; market and competitive analysis; idea generation and creativity; use of technology to lower barriers; sustainability and green businesses ● Financial Analysis: Raising capital; venture capital; loans etc.; financial analysis and projections; cash management; duties and taxation ● Writing a Business Plan: Reasons for writing a business plan; outline of plan; presenting the business plan to investors ● Marketing, Operations Sales and Distribution: Manufacturing or sourcing strategy; advertising and publicity; sales and distribution; online sales; retail sales; intermediaries ● Technology Strategy: Developing or adoption of technology; acquiring technology; diffusion of technology ● Legal Framework for a Business: Sole proprietorships; partnerships and limited liability companies; registering a company; memorandum and articles of association; labour law and industrial law ● Leadership and Management: Providing leadership; developing an organizational structure and culture; developing human resources and delegating authority ● Management of Intellectual Property: Forms of intellectual property ; patents and its impact on diffusion of technology ● Group Project: Develop a business plan for a new venture 	

Recommended Texts:

1. Bruce, R. Barringer & Duane Ireland, R. (2012). *Entrepreneurship* (4th Edition). Pearson.
2. Kathleen Allen. (2015). *Launching New Ventures: An Entrepreneurial Approach*. Cengage Learning.
3. Vaughan Evans. (2015). *Writing a Business Plan* (2nd Edition). Pearson.
4. Bruce, R. Barringer. (2015). *Preparing Effective Business Plans* (2nd edition). Pearson Press.

Assessment	Percentage Mark
In Course Small Group Activities/ Case Studies/ Assignments/Presentation	60
End Semester	40