

COURSE OUTLINE

Department & Faculty: Dept. of Information System, Faculty of Computer Science and Information Systems	Total Lecture Hours: 28 hours lecture Day: Venue: Time:
Subject & Code: Fundamental of Technopreneurship (UHAK1032)	Semester: 1 Academic Session: 2020/2021

LECTURERS	SECTION	PHONE	ROOM	E-MAIL
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Synopsis

This 2-credit course will provide an overview of the basic concepts on entrepreneurship focusing on the nature, environment, and risks of new venture formation and building of businesses. It is designed to explore the personality of the entrepreneur and how innovative business ideas are created. Students will learn to consider various types of business models, and conduct feasibility studies. Students will also be exposed to various mini case studies of the real world companies involved in the technology business. Active participation by students during class discussions and activities is encouraged and expected.

Students successfully completing this course will be able to:

- Have a thorough understanding of the entrepreneurial process from idea generation to the structuring of an entrepreneurial venture.
- Describe the nature and characteristics of Entrepreneurs.
- Evaluate a business idea against a personal vision – lifestyles, professional and financial goals.

Learning Outcomes

At the end of the semester, the student will have the:

CO	Course Outcomes	Taxonomies and Soft-Skills	Evaluation Method
1.	Describe (C2) the fundamental concept of entrepreneurship and how it relates to technology and innovation.	C2	Q, A
2.	Apply (C3) team-working skills through role-playing of various business positions in operating a business venture.	C3	A
3.	Acquire various problem solving and creative thinking skills to support their life long learning activities.	CTPS1, CTPS2	A
4.	Analyze (C4) business problem(s) and evaluate (L4) the best solution to the problem(s) using innovative technologies.	C4 CTPS2	MT, P

(Q – Quiz;P – Project;MT – Mid-Term Challenge;A – Assignments)

Student Learning Time

Teaching and Learning Activities			Student Learning Time (Hours)
Face to Face Learning	Lecturer centered	Lecture	14
	Student centered	Practical/Lab/Tutorial	-
		Student Centered Activity (plus in-class assessment)	14
		Others	-
		Others	-
Sub Total			28
Self Learning	Non Face to face or Student Centered Learning (SCL)	Assignments	18
		Reports	4
		Project	-
		Group Discussion	10
		Others	-
	Revision		5
	Assessment		7
	Preparation		-
	Others		-
	Sub Total		
Formal Assessment	Continuous Assessment	Quiz	2
		Exam	-
		Mid-Term Challenge Presentation	3
	Business Plan Presentation		3
	Others		-
	Sub Total		
TOTAL			80

Generic Skills Addressed

- Managerial skills
- Team Working
- Communication skills
- Updated with technological trends

Teaching Methodology

To meet the course objectives, this class will use a combination of methods and activities. A variety of readings, assignments, case studies, projects, and exercises will be used to gather or apply related information. In addition, facilitated lectures, multimedia presentations, field trips and discussions will be used to give additional information or to reinforce or enhance the learning content. Guest speakers – Entrepreneurs and Professionals will provide additional perspectives to the classroom experience.

References

Mohd Iskandar Ilyas Tan. 2012. **Keusahawanan, Teknologi dan Inovasi**, Penerbit UTM, Johor

Barringer, B. R & Ireland, R. D. 2012. **Entrepreneurship: Successfully Launching New Ventures**, 3rd Ed. Pearson, New Jersey.

Thomas H. Byers, Rihard C. Dorf and Andrew J. Nelson. 2010. **Technology Ventures**, 3rd Ed. Mc-Graw Hill

Kim, W. C & Mauborgne, R. 2005. **Blue Ocean Strategy**, Harvard Business School Publishing, Boston, MA.

Osterwalder, A. 2010. **Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers**, Wiley

Assessment			
Methods	No	Percentage	Total
Quizzes	2	5	10
Assignments	4	10	40
Mid Term Challenge	1	20	20
Business Plan	1	30	30
TOTAL			100

Weekly Plan			
Week	Date	Topic	Remarks
1	06 Sep	Course Introduction Introduction to Entrepreneurship and Technopreneurship	Assignment 1
2	13 Sep	Technology, Innovation and Creativity	
3	20 Sep	Idea Generation and Opportunity Recognition	Assignment 2 Eid Adha (26 Oct)
4	27 Sep	Feasibility Analysis	
5	04 Oct	Business Model	Assignment 3
6	11 Oct	Mid Term Challenge – Data Collection	
7	18 Oct	Mid Term Challenge – Presentation	
8	25 Oct	Industry and Competitor Analysis (Blue Ocean Strategy)	Assignment 4
9	01 Nov	Intellectual Property	

10	08 Nov	Semester Break	Awal Muharam
11	15 Nov		Hari Keputeraan Sultan Johor
12	22 Nov	Business Plan	
13	29 Nov	Entrepreneurial Finance	
14	06 Dec	Innovative Marketing	
15	13 Dec	Business Plan Presentation	Hari Hol
16	20 – 27 Dec	Study Week	
17 -		Final Examination	
