

COURSE CODE: ENTPLA2

COURSE TITLE: Business Implementation 1 and 2

COURSE DESCRIPTION:

This is a 4-unit course that focuses on the development and completion of a business plan from the business concept previously identified in the business opportunity (COBFSEN) course through the application of basic research theories and methods in coming up with a Marketing, Operations, and Organizational Plan that have been prepared in the Business Plan preparation 1 (ENTPLA1).

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

McGraw Hill Connect Subscription:

- Hisrich, Richard D. and Peters, Michael P. (2017) Entrepreneurship 10th Edition. New York, USA: McGraw-Hill/Irwin

READING LIST:

- Barringer, B. and Ireland, D.R. (2011), Entrepreneurship Successfully Launching New Ventures 4th Edition. New Jersey, USA: Pearson Education., Inc.
- Dessler, G. (2001) Management : Leading People and Organizations in the 21st Century International edition, 2nd ed. USA : Prentice-Hall
- Kaplan, J. (2003). Patterns of Entrepreneurship. John Wiley and Sons, Inc.
- Mariotti, S. And Glackin, C. (2010), Entrepreneurship: starting and Operating A Small Business, 2nd Edition, New Jersey, USA: Pearson Education, Inc.
- Sekaran, U. (2003) Research Methods for Business : A Skill Building Approach. 4th Edition. John Wiley and Sons, Inc.
- Timmons, J. A. and Spinelli, S. (2007). New Venture Creation, Entrepreneurship for the 21st Century. (7th ed.). New York, NY: McGraw Hill.
- Zacharakis, A., & Bygrave, R. (Eds)(2004). Portable MBA in Entrepreneurship. John Wiley and Sons, Inc.

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE: