

COURSE CODE: PRCIMP1

COURSE TITLE: Practicum 1 (Business Implementation 1)

COURSE DESCRIPTION:

This is the first practicum course for the BS-Entrepreneurship to implement the plans coming from the chosen track in ENTPLA2: Regular Business Venture track , Family Business Internship track and the Technopreneurship Track. Practicum students will attend different workshops for them to be equipped with the different skills, knowledge and expertise needed for the track they choose. PRCIMP1 is a 3-unit course where their approved business plan, growth plan and business model canvas from ENTPLA2 would be polished, enhanced and prepared for implementation. The activities in this course are: Bootcamp workshops, registration of business, revising the growth plan and business plans (Manufacture / Produce the product, Render the service, Sell, Manage the business [Marketing, Production, HRM, Finance, IT] and Meetings [Regular and Board Meetings]) to be implemented in the next practicum periods.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

- No prescribed text. An internship kit containing the guidelines, forms, and templates will be provided in Canvas. This is a practicum (not a lecture course; no other references/readings required).

READING LIST:

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE: