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Course title: Fundamentals of Entrepreneurship

Credit hours: 3 credits for doctorate

# 1. Course objective

- To develop a deep understanding of the fundamental principles of entrepreneurship

- To help students identify and evaluate opportunities for new ventures

- To provide a solid foundation in the skills and knowledge necessary to launch and manage a successful entrepreneurial venture

# 2. Course description:

The Entrepreneurship course is designed to provide students with a comprehensive overview of the field of entrepreneurship. Students will learn about the different types of entrepreneurial ventures and the key factors that contribute to their success. They will also explore the process of opportunity identification and evaluation, and develop a practical set of skills for launching and managing a new venture. Throughout the course, students will be exposed to case studies, guest speakers, and hands-on activities that will help them develop their entrepreneurial mindset and gain valuable experience in the field.

## 3. Questions should be answered in each chapter to earn 3/more credit at AIU

Part I: Short Answer Test Questions:

1. What is entrepreneurship?

Answer: Entrepreneurship is the process of creating, developing, and managing a new business venture in order to make a profit.

2. What are the characteristics of successful entrepreneurs?

Answer: Successful entrepreneurs possess qualities such as creativity, risk-taking, persistence, and adaptability.

3. What are the different types of entrepreneurship?

Answer: The different types of entrepreneurship include small business entrepreneurship, social entrepreneurship, and corporate entrepreneurship.

4. What are the steps involved in starting a new business venture?

Answer: The steps involved in starting a new business venture include conducting market research, developing a business plan, securing financing, and launching the business.

Multiple Choice Test Questions:

1. Which of the following is not a characteristic of successful entrepreneurs?

a) Creativity

b) Risk-taking

c) Procrastination

d) Persistence

Answer: c) Procrastination

2. What is the primary goal of entrepreneurship?

a) To make a profit

b) To create a social impact

c) To provide a service to the community

d) To become famous

Answer: a) To make a profit

3. Which type of entrepreneurship focuses on creating a positive impact on society?

a) Small business entrepreneurship

b) Social entrepreneurship

c) Corporate entrepreneurship

d) Franchise entrepreneurship

Answer: b) Social entrepreneurship

4. Which of the following is a characteristic of a successful business plan?

a) Vague and general objectives

b) Lack of understanding of the target market

c) Unrealistic financial projections

d) Clear and specific objectives

Answer: d) Clear and specific objectives

5. What is market research?

a) The process of developing a marketing plan

b) The process of identifying potential customers and their needs

c) The process of advertising a product or service

d) The process of developing a business plan

Answer: b) The process of identifying potential customers and their needs

6. What is bootstrapping?

a) The process of securing financing from investors

b) The process of using personal resources to start a business

c) The process of licensing a product or technology

d) The process of franchising a business

Answer: b) The process of using personal resources to start a business

7. Which of the following is not a key element of a successful business?

a) A unique product or service

b) Strong leadership

c) A large number of employees

d) A solid business plan

Answer: c) A large number of employees

8. What is the difference between a small business and a startup?

a) Small businesses are typically more innovative than startups

b) Startups are typically more focused on growth and scaling than small businesses

c) Small businesses are typically more tech-focused than startups

d) Startups and small businesses are the same thing

Answer: b) Startups are typically more focused on growth and scaling than small businesses

9. What is the primary purpose of a business plan?

a) To secure financing for the business

b) To provide a blueprint for the business

c) To outline the marketing strategy for the business

d) To forecast the financial performance of the business

Answer: b) To provide a blueprint for the business

10. What is a SWOT analysis?

a) An analysis of the business's financial statements

b) An analysis of the business's target market

c) An analysis of the business's strengths, weaknesses, opportunities, and threats

d) An analysis of the business's marketing mix

Answer: c) An analysis of the business's strengths, weaknesses, opportunities, and threats