Course Title	**ENTREPRENEURSHIP**
Course Code	**MGT 613**
Course Purpose and Objectives	The purpose of this course is to develop advanced knowledge of entrepreneurship and innovation within the global economy through the application of contemporary theories, empirical research, and evidence-based managerial practice. The course enables students to critically evaluate entrepreneurial opportunities, innovation strategies, and business models in complex business environments. Students will develop the analytical skills required to assess internal organisational capabilities and external market conditions, diagnose entrepreneurial and strategic challenges, and formulate evidence-based recommendations for sustainable business growth. Upon successful completion of the course, students will be able to integrate entrepreneurship theory with rigorous analysis to design innovative business strategies and justify managerial decisions that contribute to organisational competitiveness and long-term value creation.
Learning Outcomes	1. Critically evaluate contemporary theories, models and empirical research relating to entrepreneurship, innovation and strategic development in the global economy. 2. Analyse entrepreneurial opportunities, organisational capabilities and competitive environments by applying appropriate analytical frameworks and research evidence to identify strategic challenges. 3. Develop and critically evaluate innovative hotel business models, marketing strategies and business plans by integrating market intelligence, financial analysis and sustainability considerations. 4. Critically assess alternative financing strategies, investment opportunities and growth options for business using appropriate financial, strategic and entrepreneurial theories. 5. Recommend evidence-based managerial courses of action that support entrepreneurial growth, innovation, digital transformation and sustainable competitive advantage, with recommendations justified through rigorous analysis and relevant theories.
Course Content	**Foundations of Entrepreneurship** **Opportunity Recognition and Strategic Analysis** **Innovation Management** **Entrepreneurial Strategy** **Digital Entrepreneurship** **Entrepreneurial Finance** **Business Model Development**

	Sustainable and Responsible Entrepreneurship **Managing Entrepreneurial Growth** **Entrepreneurial Decision-Making** **Contemporary Challenges in Entrepreneurship** **Case Studies and Applied Consultancy**