Course Title:	Entrepreneurship& Small Business Management

1. **Introduction to Entrepreneurship**: Meaning of entrepreneurship, entrepreneur and entrepreneurship-historical background of the concept of entrepreneurship- entrepreneurial process-causes for interest in entrepreneurship, climate for entrepreneurship-establishing entrepreneurship in the organization-types of entrepreneurship-classification of entrepreneurs-entrepreneurs background and characteristics- common qualities of an entrepreneur-role of entrepreneurs in developing countries-entrepreneurial careers and education- ethics and social responsibility of entrepreneurs-Theories of entrepreneurship: Psychological theories, Socio-psychological theories and cultural theories and models of entrepreneurship.

2. **Entrepreneurial Environment and business Opportunity identification**: Analysis of business environment-political, economic, legal and technical aspects of environment, environmental scanning procedure, SWOT analysis, techniques of environmental analysis.

3. **Introducing Small Business**: Definition, Types, Forms of Small Business, Advantage and disadvantage of Small Business.

4. **Planning of Small Business**: Definition, Importance, uses and features of a business plan, how to prepare a business plan, pitfall to avoid in making business plan.

5. **Financing Small Enterprises**: Planning financial needs, using capital in small business, Sources of financing for small firms, working capital and request for institutional loan.

6. **Marketing for Small Business**: Segmentation, Targeting and Positioning, Challenges and Opportunities for Small Business to Market Diverse Entities, Innovation Process in Small business, Branding in small business, Setting the Price in small business, Designing Marketing Channels in Small business, Marketing Communications in Small business.

7. **Entrepreneurship and Small Business Development in Bangladesh**: Role of SME foundation, BSCIC and other organization under the entrepreneurship small business development in Bangladesh.