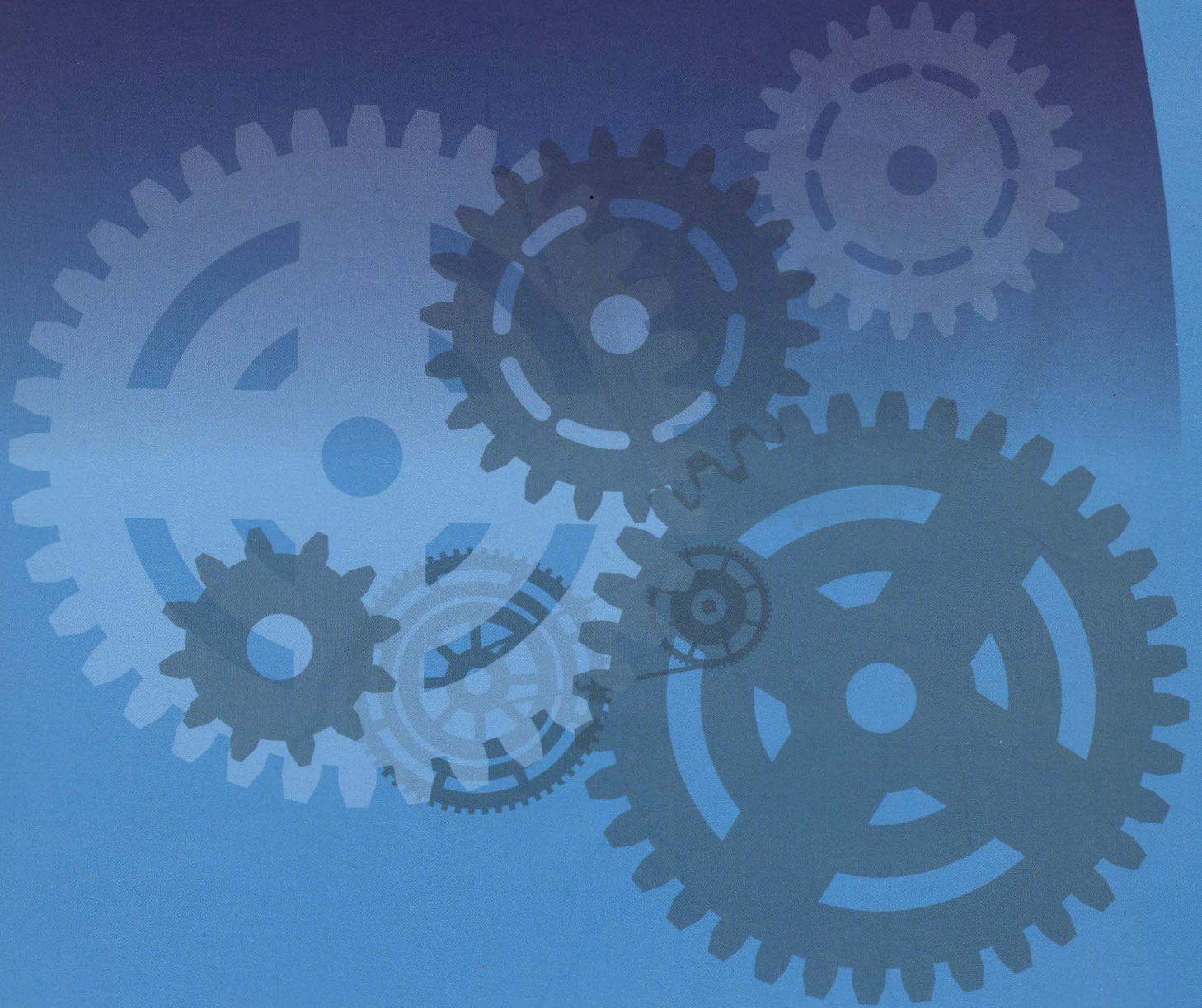




Universiti  
Malaysia  
PAHANG  
Engineering • Technology • Creativity

UGE 2002  
**TECHNOPRENEURSHIP**  
MODULE





# TECHNOPRENEURSHIP

## MODULE

ASSOCIATE PROFESSOR DR. NOOR AZLINNA AZIZAN

*Director*

*Pusat Keusahawanan, Universiti Malaysia Pahang*

MAZITA MOKHTAR

*Head of Program (Entrepreneurship)*

*Pusat Keusahawanan, Universiti Malaysia Pahang*

AZIZAN HJ AZIT

*Faculty of Industrial Management, Universiti Malaysia Pahang*

IDA RIZYANI TAHIR

*Faculty of Industrial Management, Universiti Malaysia Pahang*

SITI AIRIN ABDUL GHANI

*Faculty of Industrial Management, Universiti Malaysia Pahang*

WAN KHAIRUL ANUAR WAN ABD MANAN

*Faculty of Industrial Management, Universiti Malaysia Pahang*

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**UNIVERSITI MALAYSIA PAHANG  
FAKULTI PENGURUSAN INDUSTRI**

**LESSON PLAN**

**SUBJECT DETAILS**

SUBJECT CODE : UGE 2002

SUBJECT : TECHNOPRENEURSHIP

STUDENT'S ACADEMIC  
LOAD :

Learning Activities	No.of Hours/Sem
Lectures	28
Tutorials	0
Practical /Lab.	0
Self Learning	87
Assessment	5
Total Learning Hours	120

**LECTURER** : Faculty of Industrial Management  
Universiti Malaysia Pahang

**PRE-REQUISITES** : None

**(A) SYNOPSIS OF SUBJECT**

This course intends to provide an understanding of fundamentals of entrepreneurship. The topics covered include assessing economic environment for new business ventures, application of technology in entrepreneurship, rules and regulations governing business entities in Malaysia, financial assistances and technical supports from various agencies, developing business plan, marketing plan, business operational plan and financing plan. Students will be exposed to various case studies on successful entrepreneurs, locally and internationally.

**(B) GOALS**

This course is aimed to give an understanding and knowledge on fundamental aspects of entrepreneurship which focus on developing essential skills to prepare business plan proposal particularly for small and medium size enterprises (SME) business ventures.

**(C) OBJECTIVES:**

The objectives of this subject are to enable the students to:

- (1) Enhance their knowledge and understanding on the roles of entrepreneur.
- (2) Enhance their knowledge and skills on basic requirements to initiate business proposal and new business ventures.
- (3) Develop student interest in entrepreneurship as a career of choice.

**(D) LEARNING OUTCOMES**

At the end of this course, the students would be able to apply and appreciate the knowledge:

- (1) To understand and able to explain the fundamental concept and definition of entrepreneurship as a career of choice.
- (2) To understand the basic knowledge to form legal business entity and seeking supports and other technical services from relevancies agencies.
- (3) To be able to develop new business venture proposal for micro to medium size enterprise which integrates fundamental business principles such as marketing, operation, finance and business management.