



ENT 32233: Venture Strategies

Level: 3000

Number of Credits : 03

Course Description

This course focuses on providing knowledge and developing skills required to formulate venture strategies to gain competitive advantages of micro small and medium enterprises.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Understand concepts of venture strategies
- Identify appropriate strategies for business ventures
- Asses the effect of market assessment tools and techniques for developing strategies

Teaching/Learning Methods

Lectures, Group discussions, Workshops, Case Studies, Seminars and Field Visits

Methods of Assessment

In-course Assessments	: 30%
End Semester Examination	: 70%

Course Contents

1. Introduction
2. Strategic planning process for business ventures
3. Strategic thinking
4. Developing a strategic plan
5. Process of market assessment entry
6. Product life cycle strategies
7. Industry life cycle strategies
8. Functional strategies
9. Competitive advantages in the market place
10. Strategic partnership
11. Strategies for competing in international market
12. Trends and strategies in the business world

Recommended Readings

1. Vesper, K.H. (2011). New Venture Strategies (2nd Ed.). Prentice hall
2. Dollinger, M.J. (2007). Entrepreneurship Strategies and resources (3rd Ed.). Pearson