

## Open University of Mauritius

### BSc (Hons) Business Entrepreneurship [OUbs010]

#### 1. Aim and Rationale

The growing importance of Entrepreneurship, both as a full-fledged academic discipline in itself and as a driver of economic growth and democratization of the economy cannot be underestimated. The Open University of Mauritius (OU) is offering the above programme with inputs by the Commonwealth of Learning (C.O.L).

The aim of this programme is to address the lack of entrepreneurship skills locally and support the creation and growth of small businesses. Small business success will lead to a better quality of life for the entrepreneurs and their families and will result in a stronger domestic and regional economy. The graduates produced can thus create start-up businesses. Moreover, the above programme will produce business leaders and entrepreneurs who are visionary, realistic and driven to develop innovative business ventures.

Today Small and Medium Enterprises (SMEs) play a vital role in the development of the Mauritian economy. According to statistics, SMEs contribute to 37 % of GDP (Gross Domestic Product), produce some 120 billion rupees worth of output annually and employ 250,000 men and women. Therefore, it is essential to maintain the long term sustainability of our country which can be achieved by ensuring the largest number of participation in these types of businesses in the economy.

#### 2. Target Audience

There are two principal audiences for the BSc (Hons) Business Entrepreneurship programme:

- **School Leavers:** Those between 18 and 25 who have little or no practical work experience. They are seeking a business related degree to help them procure employment. They seek self-employment opportunities and wish to gain management and business skills to help them succeed in their future careers.
- **Mid-Career Professionals:** They have decided to leave their current employment and they seek ways of achieving self-employment. They view the BBE as a way of gaining the skills and knowledge required to make a career change.

#### 3. General Entry Requirement

- I. **EITHER** “Credit” in at least three subjects at the School Certificate or General Certificate of Education O-Level or equivalent and “pass” in at least two subjects at Higher School Certificate or General Certificate of Education Advanced Level or Equivalent;

**II. OR** An appropriate equivalent Diploma/Certificate/Foundation Courses acceptable to the Open University of Mauritius.

**III.** Learners who do not qualify under options I and II may register for Foundation Courses offered by The Open University of Mauritius. Those who complete the Foundation Courses successfully will be eligible for registration for the relevant degree programmes

**IV. OR** Qualifications awarded by other universities and institution, which are acceptable the Open University of Mauritius as satisfying the minimum requirement for admission.

**V.** Mature candidates having a strong background of work experience and uncertified learning may be assessed for entry to programmes through the accreditation of Prior learning (APL) and the Accreditation of Prior Experiential Learning (APEL). Please consult the General Rules and Regulations of the Open University of Mauritius for further details.

**4. Programme Requirements**

As per general entry requirements

**5. Minimum Requirement for Awards:**

115 Credits

*Programme Structure at different exit levels:*

- **Certificate : 9 modules**

: Semester 1: 5 modules (18 Credits)

: Semester 2: 4 modules + Business Proposal (14 Credits + 4 Credits)

- **Diploma : 10 modules**

: Semester 1: 5 modules (16 Credits)

: Semester 2: 5 modules + Summary Business Plan (17 Credits + 6 Credits)

- **Degree : 9 modules**

: Semester 1: 5 modules (18 Credits)

: Semester 2: 4 modules + Full Business Plan (14 Credits + 8 Credits)

**6. Programme Duration**

	<b>Minimum</b>	<b>Maximum</b>
Certificate:	1 Year	2 Years
Diploma:	2 years	3 years
Degree:	3 Years	6 Years

**7. Evaluation**

Evaluation will be based on written examinations of 2 hours' duration, continuous assessments carrying a maximum of 30% of total marks and the following: Business

Proposal, Summary Business Plan, and Full Business Plan. Each module will carry 100 marks. To pass any module the learner should score a minimum of 40.0% in continuous assessments and a minimum of 40.0% in the end of semester examination. Learners may re-sit up to a maximum of two failed modules for the semester of the programme.

## 8. Grading

<i>Percentage Range</i>	<i>Description</i>	<i>Grade</i>	<i>Grade Points</i>
70% and above	Excellent	A	5
$60\% \leq x < 70\%$	Very Good	B	4
$50\% \leq x < 60\%$	Good	C	3
$45\% \leq x < 50\%$	Satisfactory	D	2
$45\% \leq x < 50\%$	Pass	E	1
$0\% \leq x < 40\%$	Ungraded	U	0

## 9. Award

BSc (Hons) Business Entrepreneurship with

1 <sup>st</sup> Class with Honours	CPA $\geq 70$
2 <sup>nd</sup> Class 1 <sup>st</sup> Division with Honours	$60 \leq \text{CPA} < 70$ 2 <sup>nd</sup> Class
2 <sup>nd</sup> Division with Honours	$50 \leq \text{CPA} < 60$ 3 <sup>rd</sup> Class
Pass	$45 \leq \text{CPA} < 50$
No Award	$40 \leq \text{CPA} < 45$
	CPA $< 40$

If CPA  $< 40$ , the learner will have to repeat the entire academic year, and retake the modules as and when offered. However, s/he will not be required, if s/he wishes, to retake module(s) for which Grade C or above has been obtained. Learners are allowed to repeat twice once over the entire duration of the programme of studies. No award is made if CPA  $< 40$ .

## 10. Programme Plan

*Year 1 -Certificate Level (Total Credits in Year 1 = 36 )*

<i>Module Code</i>	<i>Module</i>	<i>Semester 1</i>	<i>Semester 2</i>	<i>Number of Credits</i>
OUBs010111	Creativity, Innovation & Entrepreneurship	√		4
OUBs010112/ IT100	IT Essentials	√		3
OUBs010113/ ACCFUND100	Accounting Fundamentals	√		4
OUBs010114/ MGTPRIN100	Management Principles	√		4
OUBs010115	Introduction to Entrepreneurship	√		3
OUBs010121	Entrepreneurship Typology		√	3
OUBs010122/ PRINMKT100	Principles of Marketing		√	4
OUBs010123	Business Plan Development		√	4

Commented [GY1]:

OUBs010124/ ORGBEV100	Organisational Behaviour And Analysis		√	3
OUBs010125	Certificate Project: Business Proposal		√	4

**Year 2 -Diploma Level (Total Credits in Year 2 = 39 )**

<b>Module Code</b>	<b>Module</b>	<b>Semester 1</b>	<b>Semester 2</b>	<b>Number of Credits</b>
OUBs010211/ BASQUAL100	Basic Quality Management	√		3
OUBs010212/ HRM100	Human Resource Management	√		3
OUBs010213	Business Information Systems	√		3
OUBs010214	Small Business Management & Family Business	√		3
OUBs010215	The Business Environment	√		4
OUBs010221	Organisational Development		√	3
OUBs010222/ BUSECO100	Business Economics		√	4
OUBs010223/ BUSLAW100	Business Law		√	4
OUBs010224/ BUSCOMM100	Business Communication Skills		√	3
OUBs010225/ MGTACC100	Management Accounting		√	3
OUBs010226	Diploma Project: Summary Business Plan		√	6

**Year 3-Degree Level (Total Credits in Year 3 = 40 )**

<b>Module Code</b>	<b>Module</b>	<b>Semester 1</b>	<b>Semester 2</b>	<b>Number of Credits</b>
OUBs010311	Enterprise Support System & Growth	√		4
OUBs010312	Business Research	√		4
OUBs010313	Team Management	√		3
OUBs010314/ FINMATH100	Financial Management	√		4
OUBs010315/ PROMGT100	Project Management	√		3
OUBs010321	Mentoring, Coaching & Consulting		√	3
OUBs010322	Strategic Planning		√	4
OUBs010323	Risk Management		√	3
OUBs010324	Company Law		√	4
OUBs010325	Degree Project: Full Business Plan		√	8

### **Modules to be covered at Certificate Level**

#### ***Creativity, Innovation & Entrepreneurship***

**Module Aim:** This module aims to link the complementary business concepts of Creativity, Innovation and Entrepreneurship as based on the C-I-E model. A number of creativity techniques will be introduced and applied to business idea generation. Opportunity generation through innovation will be discussed in the context of a creativity and innovation climate within the organization. On the practical side, learners will be exposed to the intricacies of new product development, Intellectual Property Right issues and prototype development through a structured process for developing new product/ services.

Unit 1: Creativity: Definition, Theories and Process Unit 2: Creativity Techniques Unit 3: Problem Recognition & Creative Idea Generation Unit 4: Innovation- Definition & Types Unit 5: Fostering the Creativity & Innovation Climate for Opportunity Generation	Unit 6: Innovation through Stakeholders/ Networks Unit 7: The CIE Model Unit 8: Intellectual Property Rights (IPR) Unit 9: Structured Process for Developing New Products
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#### ***IT Essentials***

**Module Aim:** The Introduction to Computers course will prepare future entrepreneurs to operate computer hardware and software applications. Participants will gain an understanding of computer hardware, operating systems, office applications and networks. It will ensure the entrepreneur is able to apply the concepts of networks, the Internet, World Wide Web, and mobile technologies and how they could potentially support a successful business operation.

Unit 1: Impact and History of Computers Unit 2: Computer Hardware Unit 3: Software	Unit 4: File and Data Management Unit 5: Input and Output Devices Unit 6: Communications and Connectivity
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#### ***Accounting Fundamentals***

**Module Aim:** The Introduction to Business Accounting will provide future entrepreneurs with the basic skills and knowledge required to establish and maintain business accounts; and read and interprets financial reports and returns. The students will explore the process and procedures of business accounting and its role in establishing and managing a successful business venture.

Unit 1: Introduction to Accounting Unit 2: Double Entry System of Accounting Unit 3: Financial Accounting and Adjustments	Unit 4: Analysing/Interpreting Financial Statements and Control Systems Unit 5: Financial Statements of other Organisations
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#### ***Management Principles***

**Module Aim:** The Principles of Management will prepare future entrepreneurs to manage their new business venture. During the course the entrepreneurs gain an understanding of the principles of management, the functions of a manager, and the management issues to consider when growing a new business venture.

Unit 1: The Nature of Management Unit 2: Planning as a Management Function Unit 3: Organising as a Management Function	Unit 4: Directing as a Management Function Unit 5: Controlling as a Management Function
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### ***Introduction to Entrepreneurship***

**Module Aim:** The Introduction to Entrepreneurship course will introduce future entrepreneurs to the concepts and principals of entrepreneurship. They will provide students with an overview of the roles of entrepreneurs in the local business environment and the impact of entrepreneurship on the national economy. This course will explore different disciplines ranging from sociology, psychology, economics, finance, marketing and human resource management and the impact of these disciplines on the entrepreneur and his or her business idea. It is a course that mixes theory with practice and learners will be challenged to apply the principles, concepts and framework to real world situations.

Unit 1: Entrepreneurship Unit 2: From Ideas to a sustainable Business Unit 3: New Business Ventures	Unit 4: The Business Plan Unit 5: Marketing, Technology, Legal and Ethical considerations of Entrepreneurs
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### ***Entrepreneurship Typology***

**Module Aim:** The economic importance of entrepreneurship mainly lies in the capacity of SME's and enterprising behaviour to diversify the economic base and democratize access to business. The present module will introduce the different forms of entrepreneurship as an inclusive economic approach to involve society at large in the entrepreneurial wealth building process. The economic role of women in general and 'vulnerable groups' women in particular will be addressed. The potential of youth entrepreneurship will be discussed in the context of growing youth unemployment. Case examples of State Entrepreneurship, Civic Entrepreneurship and Social Entrepreneurship will be discussed to popularise the concept. The intrapreneur will be described as the employee taking entrepreneurial initiatives for the mutual benefit of the employer and his/ her personal development growth. Technopreneurship and Cooperative entrepreneurship will be explained in their specific context of small scale technological developments and the Cooperatives sector respectively.

Unit 1: Women Entrepreneurship – Microcredit Unit 2: Youth Entrepreneurship Unit 3: Family Based Entrepreneurship Unit 4: State Entrepreneurship Unit 5: Intrapreneurship and Corporate Entrepreneurship	Unit 6: Technopreneurship Unit 7: Civic Entrepreneurship Unit 8: Social Entrepreneurship Unit 9: Corporative Entrepreneurship
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### ***Principles of Marketing***

**Module Aim:** The Principles of Marketing course will prepare future entrepreneurs to produce and implement a marketing plan that will ensure their new business venture meets the market needs and opportunities, addresses customer demands, examines how to successfully introduce new products and examines the potential competitors and how to respond to them.

Unit 1: Customer Value Unit 2: Marketing – The Planning Process Unit 3: The Marketing Environment Unit 4: Consumers and their buying Behaviour	Unit 5: Marketing Strategies Unit 6: The four P's of Marketing Unit 7: Communications and Promotion
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### ***Business Plan Development***

**Module Aim:** The Business Plan Development course will prepare future entrepreneurs to create effective business plans for new business ventures and companies wishing to grow in a new direction. During the course entrepreneurs will examine the potential forces that may

impact the success of the business venture, explore their customer base and expand upon their business proposal and marketing analysis. Entrepreneurs will examine how to generate revenue, support growth, manage their financial situation and examine how to address potential risk.

Unit 1: Creating a new Business from the Ground-Up Unit 2: Competitor Analysis	Unit 3: Customer Profiles Unit 4: Business Planning
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### ***Organisational Behaviour and Analysis***

**Module Aim:** The Organizational Behaviour course will prepare future entrepreneurs have to address organizational behaviour within a growing business. They will examine human behaviour in organizations and assess the implications of this behaviour on management decisions and actions. The entrepreneurs will explore the theory and practice of work including worker motivation, group dynamics, leadership styles, organizational communications, organizational structure and the impact of culture in the workplace.

Unit 1: Foundations of Organisational Behaviour Unit 2: Individual Behaviour and the Organisation	Unit 3: Group Behaviour and the Organisation Unit 4: Organisational Development
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## **Certificate Project - Business Proposal**

### **Modules to be covered at Diploma Level**

### ***Basic Quality Management***

**Module Aim:** to provide learners with an understanding the full range of quality concepts. Learners will learn the dynamic characteristics of business management and the correlation between quality practices and corporate performance.

Unit 1: TQM: Definitions and Concepts Unit 2: Quality Philosophies Unit 3: Leadership Unit 4: Customer and Market Focus	Unit 5: Human Resource Focus Unit 6: Total Quality Management Unit 7: Continuous Improvement Unit 8: Universal Standards of Quality: ISO 9000
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### ***Human Resource Management***

**Module Aim:** The Human Resource Management course will prepare future entrepreneurs to effectively manage their human resources. They will be able to project HR needs as the business grows, produce job descriptions, implement a recruiting and selection process, plan for the training and development of employees, establish pay and compensation packages, develop performance management processes and produce a multi-year HRM plan to manage the growth of the business.

Unit 1: Introduction to Human Resource Management Unit 2: Human Resource Planning Unit 3: Job Analysis and Design	Unit 4: Recruitment and Selection Unit 5: Performance Management and Performance Appraisal Unit 6: HRM Functions
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### ***Business Information Systems***

**Module Aim:** The Business Information Systems course will prepare future entrepreneurs to use information and communications technology to support the growth and success of their business venture. They will be prepared to maximize the potential of the Internet to attract and support customers, communicate with employees and others, and support business operations. The entrepreneur will be able to employ business applications to automate their business practices and operations.

Unit 1: Information Systems Overview Unit 2: Spreadsheets to support Small Business Unit 3: Create a Corporate Web Presence Unit 4: E-mail and Business Communications	Unit 5: Establish a Community of Practice Unit 6: Synchronous Tools to support Business Unit 7: Other Business Information Tools
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### ***Small Business Management & Family Business***

**Module Aim:** The purpose of this module is to outline the fundamental difference in management functions between a large firm and a small firm based on size and resource constraints and other specificities of small business. Small business management will be analysed with respect to the main functions of Marketing, HRM, Finance and Operations. The (small) family business, its economic importance and consequences of failure due to intergenerational conflicts will be discussed with a view to prepare learners to develop strategies to overcome such constraints.

Unit 1: Small Business – Definition and Characteristics and Classification Unit 2: SME Specific Practices/ Strategies in Marketing Unit 3: SME Specific HRM Unit 4: SME Financing	Unit 5: SME Operations Management & Risk Management Unit 6: Strategic Entrepreneurship Unit 7: Family Business, Constraints & Perspectives Unit 8: Business Support Unit 9: Small Business Leadership
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### ***The Business Environment***

**Module Aim:** The Business Environment course will prepare future entrepreneurs to plan, launch and grow a business venture within the context of their local and national social, political, legal, cultural and economic environment. It will ensure that future entrepreneurs consider the labour environment and retail environment they are entering. They will be able to assess the impact of these different environments on the potential to succeed in their new business venture.

Unit 1: Introduction to Business Environment Unit 2: Analysing a Business Environment Unit 3: Business Operations and Management	Unit 4: Fundamentals of Marketing Unit 5: Business Ethics
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### ***Organisational Development***

**Module Aim:** The Organizational Behaviour course will prepare future entrepreneurs have to address organizational behaviour within a growing business. They will examine human behaviour in organizations and assess the implications of this behaviour on management decisions and actions. The entrepreneurs will explore the theory and practice of work including worker motivation, group dynamics, leadership styles, organizational communications, organizational structure and the impact of culture in the workplace.



Unit 1: Organisational Development and Organisational Renewal Unit 2: The Organisational Development Process- The OD Practitioner, Diagnostic Process	Unit 3: Developing Excellence in Individual-Process Intervention, OD Intervention Strategies, Empowerment, Interpersonal Interventions, Learning Organisational, Organisation Transformation and the Future of Organisations
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### ***Business Communication Skills***

**Module Aim:** The Business Communications course will prepare future entrepreneurs to create effective business communications, present business briefings, produce understandable business documents and examine the impact of the communications process on the business operation.

Unit 1: Communication Basics Unit 2: Business Correspondence	Unit 3: Business Meetings, Reports and Presentations
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### ***Management Accounting***

**Module Aim:** The Management Accounting course will prepare future entrepreneurs to effectively manage the resources, equipment, facilities, finances and inventory of a business. We will explore costing systems, inventory control, facilities management and budget preparation and management.

Unit 1: Introduction to Management Accounting Unit 2: Microeconomic Foundations of Management Accounting Unit 3: Product Costing and Costs Allocations	Unit 4: Determining the Cost of Inventory Unit 5: Planning Tools and Performance Measures
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### ***Business Economics***

**Module Aim:** Learners will be provided with the Analytical tools required to understand the micro and macro-economic environment within which businesses function; and how this environment has direct relevance to the decision-making processes of managers. Learners will also be introduced to key economic concepts and principles in the context of the business environment. This module will look at the forces that shape the external environment of the firm such as aggregate demand, fiscal and monetary policies play in the economy and their impact on the firm's operations. The emphasis will be on those topics which are of particular importance to decision makers in business.

Unit 1: Introduction to Business Economics Unit 2: Basic Concepts and Definition Unit 3: The Market Unit 4: Demand and Price Unit 5: Supply and Price Unit 6: Equilibrium, Price, Output determination and movement to new equilibrium Unit 7: Introduction to Elasticity Unit 8: The short-run Production Function: total, average and marginal product Unit 9: Costs in the short-run Unit 10: Production and Costs in the long-run	Unit 11: Revenue Curves and firm's Output Unit 12: Profit Maximisation Unit 13: The meaning of Profit for Business Unit 14: Alternative Market Structures and Perfect Competition Unit 15: Monopoly Unit 16: Oligopoly Unit 17: Economic Growth, Development and Business Unit 18: The Aggregate supply-aggregate demand model Unit 19: Monetary and Fiscal and Policy
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### **Diploma Project – Summary Business Plan** **Modules to be covered at Degree Level**

### ***Enterprise support System & Growth***

**Module Aim:** The module aims at highlighting the role of Development/SME Banks in enabling birth and growth of SME's through tailor-made financing schemes as sponsored by government.

Unit 1: Enterprise Support-National and International Perspectives Unit 2: Rationale for enterprise Support & Government Policy Unit 3: Types of Support – Financial & Non-Financial Unit 4: Examples of Support Systems Unit 5: Business Pre-incubators & Incubators	Unit 6: Growth Models-Life Cycle Theories Unit 7: International Entrepreneurship Unit 8: E-Entrepreneurship Unit 9: Employability as Alternative
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### ***Business Research***

**Module Aim:** The Business Research course prepares future entrepreneurs to employ applied research methods to gather, collate and analyze business data important to the success of their business venture. They will be able to employ simple statistical analysis methods, produce data gathering instruments, identify the types of data that would be useful to an entrepreneur and apply appropriate analysis methods to examine the impact of the data on the business operations.

Unit 1: Introduction to Business Research Methods Unit 2: Tools and Techniques: Analysing and Interpreting Quantitative Business Research Data Unit 3: Tools and Techniques: Analysing and Interpreting Quantitative Business Research Data	Unit 4: Business Research that supports Business Operations: Business Intelligence and Business Research Reporting
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### ***Team Management***

**Module Aim:** The Team Management course will prepare future entrepreneurs to effectively form, motivate and manage business teams to achieve the vision and business goals of the new venture.

Unit 1: Working in Groups and Teams Unit 2: How teams work	Unit 3: Managing team conflict Unit 4: Evaluating team performance
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### ***Financial Management***

**Module Aim:** The Financial Management course will prepare future entrepreneurs to make informed management decisions based on the available and projected financial health of the business venture.

Unit 1: Introduction to Financial Management Unit 2: Financial Institutions and Markets Unit 3: Financial Statements	Unit 4: Financial Planning Unit 5: Short Term Funds Management
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### ***Business Law***

**Module Aim:** To provide learners with knowledge and understanding of the principles and practices of Business Law. Learners will also learn legal issues relating to running and administration of domestic as well as offshore companies.

Unit 1: Origins and Sources of Business Law Unit 2: International Commercial Law Unit 3: Essential Elements of Conflicts of Laws Unit 4: Law of Contracts	Unit 5: Duties of Directors and Meetings Unit 6: Offshore Companies Unit 7: Dispute Resolution Unit 8: Regulatory Framework of International Trade Treaties
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### ***Project Management***

**Module Aim:** The Project Management Course will prepare future entrepreneurs to manage projects in accordance the Project Management Institute guidelines. Entrepreneurs will be able to initiate, plan, execute, control and close a formal project.

Unit 1: Preparing a Project Unit 2: Planning a Project Unit 3: Managing Projects through People	Unit 4: Implementing the Project Unit 5: Completing the Project
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### ***Mentoring, Coaching & Consulting***

**Module Aim:** The Mentoring, Coaching and Consulting course will prepare the future entrepreneur to become business mentors and coaches and to establish a consultancy within their sector or industry. Entrepreneurs must be willing to coach and mentor their employees and sub-contractors; they must share their experiences with fellow entrepreneurs and individuals exploring the potential of establishing their own business. Many entrepreneurs will be interested in taking their specific expertise and helping others succeed in their business ventures. They will learn how to establish a consulting practice to support clients.

Unit 1: The Background Unit 2: Mentoring/Coaching in a Business Enterprise	Unit 3: Transfer and Evaluation of Mentoring/Coaching Interventions Unit 4: Consulting in Business
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### ***Risk Management***

**Module Aim:** The Risk Management course will prepare future entrepreneurs to identify and manage risk to their business ventures. They will explore the concepts, principles and tools of risk management. They will experience how to develop and implement risk reduction strategies.

Unit 1: Introduction to Risk Management Unit 2: The Principles of Risk Management Unit 3: Risk Management Tools and Processes	Unit 4: Risk Reduction, Mitigation and Control Strategies Unit 5: Risk Management Planning
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### ***Company Law***

**Module Aim:** To provide learners with a knowledge and understanding of the principles and practices of Company Law. Learners will also learn legal issues relating to running and administration of a business.

Unit 1: Court Structure and Sources of law Unit 2: Law of Contract Unit 3: Law of Torts Unit 4: Professional Negligence	Unit 5: Formation and Financing of Companies Unit 6: Role, duties and powers of Directors Unit 7: Company meetings and Resolutions
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### ***Strategic Planning***

**Module Aim:** The Strategic Planning course will prepare future entrepreneurs to become a business visionary and how to translate that vision into a strategic plan that will guide the growth of the business over a multi-year period.

Unit 1: Strategic Vision and Planning Unit 2: Environment Analysis	Unit 3: Strategy Formulation and Implementation Unit 4: Strategy Controls and Limitations
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**Degree Project – Full Business Plan**

**11. Supporting Materials**

Supporting Materials	
Manual	Open University of Mauritius Commonwealth of Learning
Video	
References	BOOKS: BARRINGER. B & IRELAND. D (2010), “ <i>Entrepreneurship Successfully Launching new ventures</i> ”, Pearson BURNS. P (2007), “ <i>Entrepreneurship and Small Business</i> ”, Palgrave, Macmillan SCARBOROUGH N. M & ZIMMERER T. W.(2006), “ <i>Essentials of Entrepreneurship and Small Business Management</i> ”, Pearson Education International WESTHEAD .P, WRIGHT. M & MCELWEE. G, (2011), “ <i>Entrepreneurship – Perspectives and Cases</i> ”, Pearson