



Curriculum - 2017
BBA Hons (Entrepreneurship) Degree Program
Faculty of Management and Finance
University of Ruhuna

ENT 41213: Entrepreneurship and Regional Development

Level: 4000

Number of Credits : 03

Course Description

Entrepreneurship and Regional Development encompasses the efforts of supporting employment and wealth generation in regional areas with the support of entrepreneurial activities. This course focuses on how entrepreneurship contributes to regional development by identifying challenges faced by local communities and development of approaches to address them.

Intended Learning Outcomes

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

- Explain theories, approaches and practices in entrepreneurship and regional development
- Discuss relevant policies for entrepreneurship development in local, regional and national levels
- Assessing regional attractiveness for different entrepreneurial activities and how it leads towards regional development

Teaching/Learning Methodology

Lectures, Seminars, Workshops, Exposure tours, Group discussions, Case studies

Methods of Assessments

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

Course Contents

1. Introduction to Entrepreneurship and Regional Development
2. Emergence of the Entrepreneurial Society
3. Entrepreneurship in Regional and Local Development
4. Institutional Role for Entrepreneurship and Regional Development
5. Regional Development Scenarios
6. Government Policies and Strategies for Entrepreneurship and Regional Development
7. Local Economic Development
8. Business Clusters and Industrial Cities
9. Entrepreneurial Incubators
10. Barriers Associated with the Development of Entrepreneurship in Sri Lanka
11. New Insights of Entrepreneurship in Emerging Economies

Recommended Readings

1. Karlsson C, Johansson B, Stough R. (2010), Entrepreneurship and Regional Development: Local Processes and Global Patterns.
2. National level strategic plans for entrepreneurship and regional development and recent budget proposals of Sri Lankan Government