



## Course Specifications

<b>Course Title:</b>	<b>Entrepreneurship</b>
<b>Course Code:</b>	<b>MGT1421</b>
<b>Program:</b>	<b>Human Resources Management</b>
<b>Department:</b>	<b>Human Resources Management</b>
<b>College:</b>	<b>College of Business Administration</b>
<b>Institution:</b>	<b>Dar Al Uloom University</b>

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## A. Course Identification

<b>1. Credit hours: 3 Hours</b>
<b>2. Course type</b> a. University <input type="checkbox"/> College <input checked="" type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/> b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered: Level 8/ 4<sup>th</sup> year</b>
<b>4. Pre-requisites for this course (if any): MGT1412 &amp; MKT1211 &amp; FIN1221</b>
<b>5. Co-requisites for this course (if any): None</b>

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

### 7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	<b>Total</b>	45

## B. Course Objectives and Learning Outcomes

### 1. Course Description

This course provides students with the skills necessary to succeed as an entrepreneur. The fundamentals of starting and operating a business, developing a business plan, obtaining financing, marketing a product or service and developing an effective accounting system will be covered. Also, this course evaluates the business skills and commitment necessary to successfully operate an entrepreneurial venture and reviews the challenges of entrepreneurship.

### 2. Course Main Objective

At the end of the course, students should be able to do the following

- Develop an understanding of the nature of entrepreneurship & determine whether you want to be an entrepreneur with your own business or a corporate entrepreneur (entrepreneur in someone else's business)
- Understand how to identify opportunities (problems), develop creative solutions and build a viable business model.
- Identify and understand the driving forces of new venture success
- Understand the challenges that face entrepreneurs with new ventures.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
<b>1</b>	<b>Knowledge and Understanding</b>	
1.1	Recognize the fundamentals of starting and operating a business plan as an entrepreneur.	K.1
1.2	Integrate decision-making processes into major aspects of new venture formation	K.2
1.3	Discuss the impact of social, cultural, and environmental factors on entrepreneurship	K.3
<b>2</b>	<b>Skills :</b>	
2.1	Analyze business opportunities for entrepreneurs in different business environments	S.1
2.2	Demonstrate ability to create a feasible business plan of new venture	S.2
2.3	Apply business concepts and practices, quantitative tools and problem-solving methodologies in feasibility studies of new ventures	S.3
2.4	Utilize a range of analytical tools to evaluate business ideas and investigate problems nationally and internationally	S.4
2.5	Demonstrate written and oral communication skills appropriate for conveying a new business plan and Use information technology, and communication resources, statistical, and research tools for developing a business plan	S.5
<b>3</b>	<b>Values:</b>	
3.1	Appreciate the value of ethics in business plan	V.1
3.2	Show autonomy of the development of Business plan and decision-making processes	V.2
3.3	Work cooperatively in a small group environment to create a feasible business plan	V.3

### C. Course Content

No	List of Topics	Contact Hours
1	The Entrepreneurial Mind-Set	3
2	Corporate Entrepreneurship	3
3	Generating and Exploiting New Entries	3
4	Creativity and the Business Idea	6
5	Identifying and Analyzing Domestic and International Opportunities	3
6	Protecting the Idea and Other Legal Issues for the Entrepreneur	3
7	The Business Plan: Creating and Starting the Venture	9
8	The Marketing Plan	3
9	The Organizational Plan	3
10	The Financial Plan and Sources of Capital	3
11	Strategies for Growth and Managing the Implications of Growth	3
12	Revision	3
<b>Total</b>		<b>45</b>

## D. Teaching and Assessment

### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge and Understanding</b>		
1.1	Recognize the fundamentals of starting and operating a business plan as an entrepreneur.	Direct (Lecture, Demonstration, Drill & Practice) Indirect (Case study, Reflective Discussion)	Computerized Exams (T/FQ, MCQ, and Short/Long essays) Quiz and homework on MacGraw Hill Platform
1.2	Integrate decision-making processes into major aspects of new venture formation		Computerized Exams (Long essays, Case study)
1.3	Discuss the impact of social, cultural, and environmental factors on entrepreneurship		Written Assignments (case studies, and report). Quiz and homework on MacGraw Hill Platform
<b>2.0</b>	<b>Skills</b>		
2.1	Analyze business opportunities for entrepreneurs in different business environments	Interactive (Brainstorming, Cooperative learning) Independent (Reports, and projects)	Presentations (formal discussion individual and group) Practical Assignments/ Projects
2.2	Demonstrate ability to create a feasible business plan of new venture		
2.3	Apply business concepts and practices, quantitative tools and problem-solving methodologies in feasibility studies of new ventures		
2.4	Utilize a range of analytical tools to evaluate business ideas and investigate problems nationally and internationally		
2.5	Demonstrate written and oral communication skills appropriate for conveying a new business plan and Use information technology, and communication resources, statistical, and research tools for developing a business plan		
<b>3.0</b>	<b>Values</b>		
3.1	Appreciate the value of ethics in business plan	Interactive (Brainstorming, Cooperative learning) Independent (Reports, and projects)	Presentations (formal discussion individual and group) Practical Assignments/ Projects
3.2	Show autonomy of the development of Business plan and decision-making processes		
3.3	Work cooperatively in a small group environment to create a feasible business plan		

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes	At the end of each chapter	5
2	Projects	During Semester	25
3	Midterm Exam	9	30
4	Final Exam	16	40

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Student Academic Counseling and Support

**Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:**

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instructor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	Hisrich, R-D., Peters, M-P., Shepherd, D-A. (2019). Entrepreneurship. Tenth Edition, USA: McGraw-Hill Higher Education, ISBN-13: 978-0078112843.
<b>Essential References Materials</b>	Journals and Reports distributed on the bases of lectures delivered to the students.
<b>Electronic Materials</b>	Internet resources, Lecture slides-video
<b>Other Learning Materials</b>	Magazines and Newspaper

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Data show + smart boards.
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	Students	Indirect
Effectiveness of teaching and assessment.	Peer reviewer	Indirect
Course learning outcomes assessment.	Faculty members	Direct
Quality of learning resources	Students	Indirect

**Evaluation areas** (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

**Evaluators** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## H. Specification Approval Data

Council / Committee	HRM DEPARTMENT COUNCIL - COB
Reference No.	
Date	APRIL 3, 2022

