



Course Specifications

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|----------------------|---|
| Course Title: | Entrepreneurship |
| Course Code: | MGT1421 |
| Program: | Human Resources Management |
| Department: | Human Resources Management |
| College: | College of Business Administration |
| Institution: | Dar AlUloom University |

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A. Course Identification

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|--|
| 1. Credit hours: 3 Hours |
| 2. Course type 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"/> |
| 3. Level/year at which this course is offered: Eighth / Fourth Year |
| 4. Pre-requisites for this course (if any): MGT1412 & MKT1211 & FIN1221 |
| 5. Co-requisites for this course (if any): None |

2. 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 | Correspondence | | |
| 5 | Other | | |

3. Actual Learning Hours (based on academic semester)

| No | Activity | Learning Hours |
|------------------------------|---------------------------------|----------------|
| Contact Hours | | |
| 1 | Lecture | 45 |
| 2 | Laboratory/Studio | |
| 3 | Tutorial | |
| 4 | Others (specify) | |
| | Total | 45 |
| Other Learning Hours* | | |
| 1 | Study | 1 |
| 2 | Assignments | 1 |
| 3 | Library | |
| 4 | Projects/Research Essays/Theses | 2 |
| 5 | Others (specify) | |
| | Total | 4 |

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

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

- a) 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)
- b) Understand how to identify opportunities (problems), develop creative solutions and build a viable business model.
- c) Identify and understand the driving forces of new venture success
- d) Understand the challenges that face entrepreneurs with new ventures.

3. Course Learning Outcomes

| CLOs | | Aligned PLOs |
|----------|--|--------------|
| 1 | Knowledge: | |
| 1.1 | Recognize the fundamentals of starting and operating a business plan as an entrepreneur. | K1 |
| 1.2 | Discuss the impact of social, cultural, and environmental factors on entrepreneurship | K2 |
| 1.3 | Explain different strategies employed for the development of new business | K3 |
| 1.4 | Integrate decision-making processes into major aspects of new venture formation. | K4 |
| 2 | Skills: | |
| 2.1 | Analyze business opportunities for entrepreneurs in different business environments | S1 |
| 2.2 | Utilize a range of analytical tools to evaluate business ideas and investigate problems nationally and internationally | S2 |
| 3 | Competence: | |
| 3.1 | Demonstrate ability to work in teams to create a feasible business plan | C1 |
| 3.2 | Show leadership skills in pursuit of innovative business ideas. | C2 |
| 3.3 | Demonstrate entrepreneurial and teamwork skills to create a new business plan | C3 |
| 3.4 | Apply business concepts and practices, quantitative tools and problem-solving methodologies in feasibility studies of new ventures | C4 |
| 3.5 | Use information technology, and communication resources, statistical, and research tools for developing a business plan | C5 |
| 3.6 | Demonstrate written and oral communication skills appropriate for conveying a new business plan. | C6 |

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 | 3 |
| 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 | 3 |
| 8 | The Marketing Plan | 6 |
| 9 | The Organizational Plan | 3 |
| 10 | The Financial Plan and Sources of Capital | 9 |
| 11 | Strategies for Growth and Managing the Implications of Growth | 3 |
| 12 | Revision | 3 |
| Total | | 45 |

D. Teaching and Assessment

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

| Code | Course Learning Outcomes | Teaching Strategies | Assessment Methods |
|------------|--|---|--|
| 1.0 | Knowledge | | |
| 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) | Written Exams (T/FQ, MCQ, and Short/Long essays) |
| 1.2 | Discuss the impact of social, cultural, and environmental factors on entrepreneurship | | Written Exams (Long essays, Case study) |
| 1.3 | Explain different strategies employed for the development of new business | | Written Assignments (case studies, and report). |
| 1.4 | 1.4 Integrate decision-making processes into major aspects of new venture formation | | |
| 2.0 | Skills | | |
| 2.1 | Analyze business opportunities for entrepreneurs in different business environments | Direct (Demonstration, Drill & Practice) Indirect (Case study, Problem solving, Reflective Discussion) Interactive (Brainstorming, Cooperative learning) | Written Exams (problem solving and case studies) Written assignments (reports, and case studies). |
| 2.2 | Utilize a range of analytical tools to evaluate business ideas and investigate problems nationally and internationally | | |

| 3.0 | Competence | | |
|-----|--|--|--|
| 3.1 | Demonstrate ability to work in teams to create a feasible business plan | Interactive (Brainstorming, Cooperative learning) Independent (Reports, and projects) | Presentations (formal discussion individual and group) Practical Assignments/ Projects |
| 3.2 | Show leadership skills in pursuit of innovative business ideas | | |
| 3.3 | Demonstrate entrepreneurial and teamwork skills to create a new business plan | | |
| 3.4 | Apply business concepts and practices, quantitative tools and problem-solving methodologies in feasibility studies of new ventures | | |
| 3.5 | Use information technology, and communication resources, statistical, and research tools for developing a business plan | | |
| 3.6 | Demonstrate written and oral communication skills appropriate for conveying a new business plan. | | |

2. Assessment Tasks for Students

| # | Assessment task* | Week Due | Percentage of Total Assessment Score |
|---|--------------------------------|-----------------|--------------------------------------|
| 1 | Quiz | 3 | 10% |
| 2 | Homeworks/Assessments/Projects | During semester | 20% |
| 3 | Mid term | 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

| | |
|---------------------------------------|--|
| Required Textbooks | Hisrich, R-D., Peters, M-P., Shepherd, D-A. (2017). <i>Entrepreneurship</i> . Tenth Edition, USA: McGraw-Hill Higher Education, ISBN-13: 978-0078112843. |
| Essential References Materials | Journals and Reports distributed on the bases of lectures delivered to the students. |
| Electronic Materials | Internet resources, Lecture slides-video |
| Other Learning Materials | Magazines and Newspaper |

2. Facilities Required

| Item | Resources |
|--|---------------------------|
| Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.) | Classroom. |
| Technology Resources (AV, data show, Smart Board, software, etc.) | Data show + smart boards. |
| Other Resources (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. | <ul style="list-style-type: none"> Students | <ul style="list-style-type: none"> Indirect |
| Effectiveness of teaching and assessment. | <ul style="list-style-type: none"> Peer reviewer | <ul style="list-style-type: none"> Indirect |
| Course learning outcomes assessment. | <ul style="list-style-type: none"> Faculty members | <ul style="list-style-type: none"> Direct |
| Quality of learning resources | <ul style="list-style-type: none"> Students | <ul style="list-style-type: none"> 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 | 15/08/2019 |

