



Course Specifications (Postgraduate Degree)

Course Title:	Entrepreneurship
Course Code:	MGT531
Program:	Master of Business Administration - MBA
Department:	
College:	College of Business Administration - COB
Institution:	Dar Al Uloom University

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A. Course Identification

1. Credit hours: 3
2. Course type <input type="checkbox"/> Required <input checked="" type="checkbox"/> Elective
3. Level/year at which this course is offered: Level 4 / Year 2
4. Pre-requisites for this course (if any): All Level 3 courses
5. Co-requisites for this course (if any):

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100
2	Blended	Not Applicable	Not Applicable
3	E-learning		
4	Distance learning		
5	Other		

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
1	Lecture	45
2	Laboratory/Studio	Not Applicable
3	Seminars	
4	Others (specify)	
Total		45

B. Course Objectives and Learning Outcomes

1. Course Description

Examines the entire process of conceiving and planning a Business Plan. It provides practical tools for starting a new business. Topics include marketing and financial analysis, competitive strategy and pricing, sales and growth forecasting, cash budgeting and forecasting, short and long-term financial planning, financing the venture and raising capital.

2. Course Main Objective

The primary objectives of this course are:

- Understand the characteristics of entrepreneurs
- Identify and evaluate business opportunities
- Write a business plan and develop a business model
- Identify and evaluate financing alternatives

3. Course Learning Outcomes

Course Learning Outcomes (CLOs)		Aligned PLOs*
1	Knowledge and understanding	
1.1	Possess thorough knowledge and critical understanding including concepts and facts, principles, theories, and fundamentals of starting and operating new ventures.	PLOK1
1.2	Possess a deep specialized understanding of how new ventures are developed and the impact of social, cultural, and environmental factors on entrepreneurship.	PLOK4
2	Skills:	
2.1	Apply business concepts and practices, quantitative tools, and problem-solving methodologies in studying the feasibility for new ventures.	PLOS1
2.2	Communicate effectively through written and oral communication skills appropriate for conveying a new business plan and Use information technology, communication resources, statistical, and research tools for developing a business plan.	PLOS4
3	Values:	
3.1	Express commitment to personal, professional, and academic issues developing new venture plans in an organizational setting.	PLOV1
3.2	Take initiative through teamwork, continuous curiosity-driven passion for learning, and decision-making ability that results in fundamental change and independent progress aimed towards solving complex entrepreneurship problems.	PLOV2
3.3	Effectively participate in research based on entrepreneurship and cooperate with professional teams exhibiting leadership skills and continuous self-learning and development geared towards creating new practices and ways of thinking in developing venture plans.	PLOV3

* Program Learning Outcomes

B. Course Content

No	List of Topics	Contact Hours
1	Basics of Entrepreneurship	3
2	The skills of the entrepreneur	3
3	Creativity and innovation in entrepreneurship	3
4	Incentives for creativity and innovation	3
5	Entrepreneurship and small projects	3
6	The reasons for the success and failure of small projects	3
7	Work plan	9
8	Management, accounting, marketing team	6
9	Project financing	3
10	Hosting an entrepreneur	3
11	Groups PowerPoint presentation	6
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 and understanding		
1.1	Possess thorough knowledge and critical understanding including concepts and facts, principles, theories, and fundamentals of starting and operating new ventures.	<ul style="list-style-type: none"> • Lectures • In-class Discussions • Tutorials • Internet Search • Use of textbooks and reference material 	<ul style="list-style-type: none"> • Oral Presentations • Oral Examinations • Quizzes • Projects • Written Examinations
1.2	Possess a deep specialized understanding of how new ventures are developed and the impact of social, cultural, and environmental factors on entrepreneurship.		
2.0	Skills:		
2.1	Apply business concepts and practices, quantitative tools, and problem-solving methodologies in studying the feasibility for new ventures.	<ul style="list-style-type: none"> • Case-Study Learning • Seminars • Use of Self-Study and e-Learning Material 	<ul style="list-style-type: none"> • Oral Presentations • Oral Examinations • Projects • Written Examinations
2.2	Communicate effectively through written and oral communication skills appropriate for conveying a new business plan and Use information technology, communication resources, statistical, and research tools for developing a business plan.		
3.0	Values:		
3.1	Express commitment to personal, professional, and academic issues developing new venture plans in an organizational setting.	<ul style="list-style-type: none"> • Case-Study Learning • Seminars 	<ul style="list-style-type: none"> • Peer Evaluation • Oral Presentations

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.2	Take initiative through teamwork, continuous curiosity-driven passion for learning, and decision-making ability that results in fundamental change and independent progress aimed towards solving complex entrepreneurship problems.	<ul style="list-style-type: none"> Use of Self-Study and e-Learning Material 	<ul style="list-style-type: none"> Practical Reports Written Examinations Project
3.3	Effectively participate in research based on entrepreneurship and cooperate with professional teams exhibiting leadership skills and continuous self-learning and development geared towards creating new practices and ways of thinking in developing venture plans.		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes	5 and 12	20%
2	Project / Presentations / Case study	10 / Continuous	10%
3	Midterm Exam	7	30%
4	Final Exam	15	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:

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

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	<ul style="list-style-type: none"> • احمد الشميمري ووفاء المبيريك (2019)، ريادة الأعمال، مكتبة الشقري. • بلال خلف السكارنه (2008)، الريادة وإدارة منظمات الأعمال، دار المسيرة.
Essential Reference Materials	<ul style="list-style-type: none"> • مجلة رواد الأعمال: /http://www.rowadalaamal.com • مجلة الريادة: https://alriyadah.ksu.edu.sa/ar/alriyadah_magazine
Electronic Materials	Documents from the Saudi Electronic Library and various websites.
Other Learning Materials	The general international and local press & relevant websites as well as specialized business & ethics publications such as 'Business Week', 'Journal of Business Ethics', 'Electronic Journal of Business Ethics and Organization Studies' are recommended. There are also a number of excellent academic publications that are available on the internet. These should be read to supplement the weekly text references and are also important in preparing for the final project.

3. Educational and research Facilities and Equipment Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + smart board.
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.	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/Issues (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	COB Postgraduate Council
Reference No.	MOM 1/2020-2021
Date	6/09/2020

