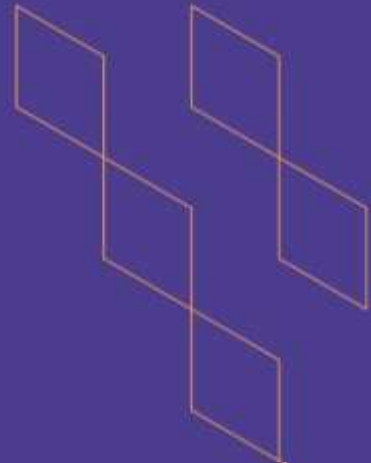




T-104
2022

Course Specification



Course Title:	Entrepreneurship 1
Course Code:	BA2401
Program:	BA Degree in Business Administration
Department:	Business Administration
College:	College of Business
Institution:	Umm Al-Qura University
Version:	2
Last Revision Date:	28/01/2023



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A. General information about the course:

Course Identification	
1. Credit hours:	3
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Track <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:	Level 5
4. Course general Description	
<p>Upon completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • Develop awareness about entrepreneurship and successful entrepreneurs • Understand the DNA of an entrepreneur and assess their strengths and weaknesses from an entrepreneurial perspective. • Learn about opportunity discovery and evaluation of viable business ideas for new venture creation. • Start customer development, validate their ideas, and learn what prototyping is. <p>Understand the value of mentorship in the success of an entrepreneur and their ventures.</p>	
5. Pre-requirements for this course (if any):	
6. Co- requirements for this course (if any):	
7. Course Main Objective(s)	
<p>The goals of this course are to inspire students and help them imbibe an entrepreneurial mind-set, provide a space and platform for opportunity discovery, and learn basics such as opportunity discovery, prototyping, competition analysis, and early customer insights and participate in on-line and campus activities and events .</p>	

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	30	100%
2.	E-learning		
3.	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
4.	Distance learning		





2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
	Total	30

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Students should know and understand about entrepreneurship and successful entrepreneurs	K1	Lecture, Discussion	Exams, Participation
1.2	They should know how to do Feasibility analysis and interpret results to evaluate the project	K3	Lecture, Discussion	Exams, Participation
1.3				
2.0	Skills			
2.1	Students should be able to calculate all profitability and financial.	S1	Lecture, Discussion	Assignments
2.2	Students should be able to suggest some economic projects and discuss all the economic, financial marketing	S3	Lecture, Discussion	Assignments
2.3	Appraise and prioritize essential social necessities.	S3	Lecture, Discussion	Exams, Participation



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
2.4	Reframe and modify any outcomes deficiencies.	S3	Lecture, Discussion	Exams, Participation
3.0	Values, autonomy, and responsibility			
3.1	to acquire or develop technical skills associated with running a web-based business	V1	Course syllabus and class discussions	Group projects, assignments, and class discussions
...				

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to Entrepreneurship	3
2	The Entrepreneur	2
3	Introduction to various form of business organization	1
	EXPLORING BUSINESS OPPORTUNITY	
4	Idea Generation	2
5	Idea Evaluation	1
	Feasibility Analysis	
6	Product/Service Feasibility Analysis	3
7	Industry & competition analysis	3
8	environment analysis	3
9	financial feasibility analysis.	3
10	Framework of feasibility study	3
Total		30 hours





D. Students Assessment Activities

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Homework	Week 2	5%
2	Quiz 1	Week 3	5%
3	Quiz 2	Week 5	5%
4	Mid term	Week 6	20%
5	Project feasibility study	Week 9	15%
6	presentation	Week 10	10%
7	Final exam	Week 12	40%

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

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References

Byrd Megginson,,Small Business Management An Entrepreneur's Guidebook 8th ed, McGrawHill

- Small Business Management: An Entrepreneur's Guidebook

8th Edition

By Mary Jane Byrd and Leon Megginson

ISBN10: 1259538982

ISBN13: 9781259538988

Copyright: 2018

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Essentials of Entrepreneurship and Small Business Management, Global Edition, 8/E

Norman M. Scarborough, and Jeffrey R. Cornwall

ISBN-10: 1292094869 • ISBN-13: 9781292094861

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Supportive References	<ul style="list-style-type: none"> Cases and discussion items provided by the instructor Saudi Digital Library
Electronic Materials	Elearn: https://blackboard.uqu.edu.sa
Other Learning Materials	<p>وزارة التجارة (mc.gov.sa) منشآت (monshaat.gov.sa) معهد ريادة الأعمال الوطني (riyadah.com.sa)</p>

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classroom, Demonstration lab
Technology equipment (projector, smart board, software)	Data Show, MS Excel, R, (Optional: Tableau)
Other equipment (depending on the nature of the specialty)	None

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Chair, Students, External Stakeholders, Department and quality committee	Open discussions with the students Anonymous surveys
Effectiveness of students assessment	Chair, Students, External Stakeholders, Department and quality committee	Checking marking by the students themselves if it's possible Using the help of other members in reviewing the assignments/exams
Quality of learning resources	Chair, Students, External Stakeholders, Department and quality committee	Review of course portfolios Instructor assessment by students



Assessment Areas/Issues	Assessor	Assessment Methods
The extent to which CLOs have been achieved	Chair, Students, External Stakeholders, Department and quality committee	Course specifications are periodically reviewed at the departmental level. Courses are updated periodically and compared to the benchmark standards.
Other		

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	BA DEPARTMENT
REFERENCE NO.	
DATE	28/01/2023

