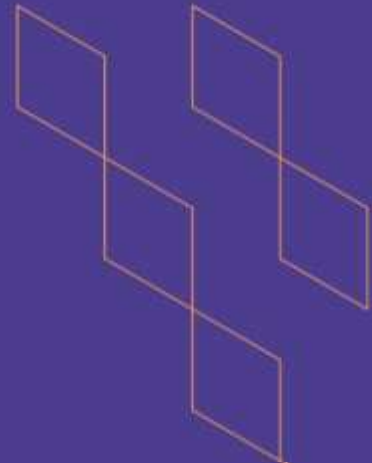




T-104
2022

Course Specification



Course Title:	Entrepreneurship 2
Course Code:	BA2402
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 6	
4. Course general Description Upon completion of this course, the students will be able to:	
<ul style="list-style-type: none"> Understand the importance of opportunity recognition and internal and external analyses to the success of a business venture. Understand the components and importance of the business plan to entrepreneurial venture development and sustainability. <p>Understand the importance of the marketing plan to obtaining, maintaining and expanding an entrepreneur's reach to its target market</p>	
5. Pre-requirements for this course (if any): BA2401	
6. Co- requirements for this course (if any):	
7. Course Main Objective(s) This course provides an introduction to the principles of moving from an idea to an entrepreneurial firm. Topics include self-analysis of entrepreneurship readiness, the role of entrepreneur in economic development, legal problems, organizational structure, sources of financing, budgeting, and cash flow. Upon completion, students should have an understanding of the entrepreneurial process and issues faced by entrepreneurs. Also, recognize the reality of the entrepreneurship in Saudi Arabia.	

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	Identify the tools used to develop strategy and to apply these in an entrepreneurial context.	K1	Lecture, Discussion	Exams, Participation
1.2	They should know how to do Business model/Plan and interpret results to evaluate the project	K3	Lecture, Discussion	Exams, Participation
1.3	Students will gain a basic understanding of the key economic and financial issues associated with start-up activity.	K3		
2.0	Skills			
2.1	Students should be able to calculate all profitability and financial indicators to evaluate the feasibility of the project	S1	Lecture, Discussion	Assignments



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
2.2	The ability to create, evaluate and access a range of options, together with the capacity to apply ideas and knowledge to a range of business and other situations	S3	Lecture, Discussion	Assignments
2.3	The cognitive skills of critical thinking, analysis and synthesis, including the ability to identify assumptions, evaluate statements in terms of evidence, to detect false logic or reasoning, to identify implicit values, and to define terms adequately and to generalize appropriately.	S3	Lecture, Discussion	Exams, Participation
3.0 Values, autonomy, and responsibility				
3.1	Effective performance within a team environment, including leadership, team building, influencing and project management skills.	V1	Course syllabus and class discussions	Group projects, assignments, and class discussions
3.2	Effective self-management in terms of time, planning and behavior, motivation, self-starting, individual initiative and enterprise.	V2	class discussions	Group projects, assignments, and class discussions
3.3	Effective oral and written communication skills in a range of traditional and electronic media.	V3	class discussions	Group projects, assignments, and class discussions

C. Course Content

No	List of Topics	Contact Hours
	DEVELOPING A BUSINESS MODEL	
1	Building a new venture team	3
2	Preparation of Business model/Plan	3
3	Business Model Market Fit /Product Customer Validation Gaining marketing Intelligence Development Processes	6
	EXPLORING BUSINESS OPPORTUNITY	
4	Business Plan & Startup-I	3
5	Obtaining Business Licenses and permits	3
	Managing and Growing an Entrepreneurial Firm	
6	The importance of intellectual property	3
7	Preparing for and evaluating the challenges of growth	3
8	Strategies for firm growth	3
9	The reality of Entrepreneurship in Saudi Arabia	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	وزارة التجارة (mc.gov.sa) منشآت (monshaat.gov.sa) معهد ريادة الأعمال الوطني (riyadah.com.sa)

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
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.



Assessment Areas/Issues	Assessor	Assessment Methods
		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

