



## Course Specifications

<b>Course Title:</b>	Entrepreneurship and Small Businesses Management
<b>Course Code:</b>	ADMN 313
<b>Program:</b>	Bachelor in Business Administration
<b>Department:</b>	Business Administration
<b>College:</b>	College of Business Administration
<b>Institution:</b>	Jazan University

## Table of Contents

<b>A. Course Identification.....</b>	<b>3</b>
6. Mode of Instruction (mark all that apply) .....	3
<b>B. Course Objectives and Learning Outcomes.....</b>	<b>3</b>
1. Course Description .....	3
2. Course Main Objective.....	3
3. Course Learning Outcomes .....	4
<b>C. Course Content .....</b>	<b>Error! Bookmark not defined.</b>
<b>D. Teaching and Assessment .....</b>	<b>5</b>
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods .....	5
2. Assessment Tasks for Students .....	5
<b>E. Student Academic Counseling and Support .....</b>	<b>6</b>
<b>F. Learning Resources and Facilities.....</b>	<b>6</b>
1.Learning Resources .....	6
2. Facilities Required.....	6
<b>G. Course Quality Evaluation .....</b>	<b>7</b>
<b>H. Specification Approval Data .....</b>	<b>7</b>

## A. Course Identification

<b>1. Credit hours: 3 hours per week</b>			
<b>2. Course type</b>			
a.	University <input type="checkbox"/>	College <input type="checkbox"/>	Department <input checked="" type="checkbox"/>
b.	Required <input checked="" type="checkbox"/>	Elective <input type="checkbox"/>	Others <input type="checkbox"/>
<b>3. Level/year at which this course is offered: Level 7 / year 3</b>			
<b>4. Pre-requisites for this course (if any) Students should have the basic knowledge on entrepreneurship, entrepreneurs and small businesses.</b>			
<b>5. Co-requisites for this course (if any):</b>			
Integrate case study of Saudi companies and Saudi entrepreneurs			

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

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	33	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

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

No	Activity	Contact Hours
1	Lecture	33
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	

## B. Course Objectives and Learning Outcomes

<b>1. Course Description</b>  <p>This course provides an understanding of the advantages, importance and risks associated with entrepreneurship. It examines the principles of entrepreneurship and describe the different problems of operating a small business.</p>
<b>2. Course MainObjective</b> <p>1. To acquaint the students with entrepreneurship, innovation and creativity.</p> <p>2. To make them understand about the required skills needed to create and manage a business successfully.</p> <p>3. To guide students to be familiarized with the different tools used before and after the establishment of a business(Creative process , feasibility study, the marketing plan, the operating plan, and the financial plan)</p>

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
1	<b>Knowledge and Understanding</b>	
1.1	Explain the concepts, characteristics and the importance of Entrepreneurship.	K1
1.2	Explain the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.	K2
1.3	Explain the definition and importance of Small and Medium-sized Enterprises and their role in the development of the national economy.	K3
2	<b>Skills :</b>	
2.1	Illustrate entrepreneurial behavior & characteristics associated with successful entrepreneurship	S1
2.2	Prepare a feasibility study, including: the marketing plan, the operating plan, and the financial plan	S2
3	<b>Values:</b>	
3.1	Identify ethical issues confronting entrepreneurship and SMEs and explain the importance and impact of social responsibilities on small businesses.	V1

### 4. Course Content

No	List of Topics	Contact Hours
1	<b>Unit- 1. Foundation of Entrepreneurship:</b> Concept Of Entrepreneurship and Entrepreneur - The Nature of Entrepreneurship - Meaning & Definition of Entrepreneurship.	3
2	<b>Unit- 1. Foundation of Entrepreneurship:</b> Important Aspects of Entrepreneurship – Entrepreneur- Role of Entrepreneurship in Economic Development - Characteristics Of the Entrepreneur -	3
3	<b>Unit- 1. Foundation of Entrepreneurship:</b> Factors Contributing to The Success of The Entrepreneur. Role Of Creativity and Innovation - The Creative Process 15 Ethics and Social Responsibilities - Moral Management	3
0	Kingdom's 2030 Vision and Entrepreneurship - Challenges Encountering Entrepreneurship & Entrepreneur in Saudi Arabia ( <b>Students Self Study</b> )	0
4	<b>Unit- 2. Small &amp; Medium-size Enterprise:</b> Concept of the small & medium-size enterprise - Characteristics of the small & medium-size enterprise - Definition of an enterprise in KSA	3
5	<b>Unit- 2. Small &amp; Medium-size Enterprise:</b> Difference between small and medium-size enterprises Motives to start a small & medium-size enterprise Significance of the small & medium-size enterprises Challenges encountering the small & medium-size enterprises	3
6	<b>Unit- 2. Small &amp; Medium-size Enterprise:</b> Difference between small and medium-size enterprises Motives to start a small & medium-size enterprise	3
0	Significance of the small & medium-size enterprises - Challenges encountering the small & medium-size enterprises ( <b>Student Self Study</b> )	0
7	<b>Unit- 3 Feasibility Analysis and Designing a Business Model:</b> New Business Planning Process - Idea Generation - Idea Assessment Feasibility Analysis - Industry and Market Feasibility - Product or Service Feasibility Analysis Financial Feasibility Analysis - Elements of Financial	3

8	<b>Unit- 3 Feasibility Analysis and Designing a Business Model:</b> Feasibility Analysis Crafting a Model Business Plan – Elements of Business Plan Developing and Testing the Business Plan.	3
9	<b>Unit- 3 Feasibility Analysis and Designing a Business Model:</b> Sources of Finance – Legal Aspects – Building an Entrepreneurial Team	3
0	Entrepreneurship Supporting institutions in KSA Success stories of Saudi entrepreneurs ( <b>Students Self Study</b> )	0
10	<b>Unit-4</b> Scanning the possible opportunities – Choosing the form of the Business – Forms of Business Ownership – Franchising – Choosing the right Location and Layout – Location Criteria for Retail and Service Businesses – Layout	3
11	<b>Revision all units and final exam</b>	3
<b>Total</b>		<b>33</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	Explain the concepts, characteristics and the importance of Entrepreneurship.	Lecture videos	<ul style="list-style-type: none"> <li>• Essay</li> <li>• MCQs</li> <li>• Fill in the blanks</li> </ul>
1.2	Explain the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures	Brain storming Lecture	<ul style="list-style-type: none"> <li>• Essay</li> <li>• MCQs</li> <li>• Fill in the blanks</li> </ul>
1.3	Explain the definition and importance of Small and Medium-sized Enterprises and their role in the development of the national economy.	Case study Lecture	<ul style="list-style-type: none"> <li>• Essay</li> </ul>
<b>2.0</b>	<b>Skills</b>		
2.1	Illustrate entrepreneurial behavior & characteristics associated with successful entrepreneurship	Lecture Presentation You tube link Case study	<ul style="list-style-type: none"> <li>• Essay</li> <li>• Assignments</li> </ul>
2.2	Prepare a feasibility study, including: the marketing plan, the operating plan, and the financial plan	Lecture Presentation You tube Links	<ul style="list-style-type: none"> <li>• Essay</li> <li>• Assignments</li> </ul>
<b>3.0</b>	<b>Values</b>		
3.1	Identify ethical issues confronting entrepreneurship and SMEs and explain the importance and impact of social responsibilities on small businesses.	Lecture Group discussion Brain storming	<ul style="list-style-type: none"> <li>• Essay</li> <li>• Peer Evaluation</li> </ul>

### 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
---	------------------	----------	--------------------------------------

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Mid exam 1	6 <sup>th</sup> / 7 <sup>th</sup> Week	30%
2	Assignments & Quizzes	5 <sup>rd</sup> Week --- 10 <sup>th</sup> Week	10%
3	Presentation & Group discussion	7 <sup>th</sup> Week --- 10 <sup>th</sup> Week	10%
4	Final exam	10 <sup>th</sup> Week- 12 <sup>th</sup> Week	50%
Total			100%

\*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 :**

- Faculty members are required to set and announce their office hours, at their offices, during lectures, via course outlines and via department website and via e-learning sites.
- Faculty members are required to arrange extra hours for gifted students or program for low achievers.
- Faculty members are required to maintain proper contact with students through Email.

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	<p>Essentials of Entrepreneurship and Small Business Management, Global Edition, 8<sup>th</sup> Edition By Norman M. Scarborough Jeffrey R. Cornwall, 2016</p> <p>Entrepreneurship: Successfully Launching New Ventures, Global Edition, 6<sup>th</sup> Edition By Bruce R. Barringer, R. Duane Ireland, 2018</p> <p>Innovation and Entrepreneurship By Peter F Drucker</p>
<b>Essential References Materials</b>	<b>The Handbook of Entrepreneurship and Small Business 4<sup>th</sup> edition By Paul Burns</b>
<b>Electronic Materials</b>	e- Library Reserves • <a href="http://www.emeraldinsight.com/insight">http://www.emeraldinsight.com/insight</a> Internet • <a href="https://www.monshaat.gov.sa">https://www.monshaat.gov.sa</a>
<b>Other Learning Materials</b>	

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Lecture room with a white board

Item	Resources
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	<ul style="list-style-type: none"> <li>• Projector</li> <li>• Speaker</li> <li>• Blackboard ( online learning platform)</li> <li>• Smart Board</li> </ul>
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	NA

### G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching	Students , Program Leader	Direct
Effectiveness of achievement of course learning	Faculty	Indirect
Quality of learning resources	Program Leader	Indirect

### H. Specification Approval Data

Council / Committee	Department Council
Reference No.	2301-09-ADMN313
Date	13/10/2022

|