



Course Specification

— (Bachelor)

Course Title: Entrepreneurship and Innovation

Course Code: COMP 592

Program: BS in Computer Science

Department: Computer Science

College: College of Computer Science & Information Technology

Institution: Jazan University, Jazan

Version: V2

Last Revision Date: 21/12/2023



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A. General information about the course:

1. Course Identification

1. Credit hours: (2)

2. Course type

A. ☐ University ☐ College ☐ Department ☐ Track ☐ Others
B. ☐ Required ☒ Elective

3. Level/year at which this course is offered : Level 11 /Year 3

4. Course general Description:

Introducing students to the field of entrepreneurship and innovative concepts. Discuss the significance of entrepreneurship, the characteristics of entrepreneurship, and the process of entrepreneurship. Explains the various forms of entrepreneurship, such as startups growing, entrepreneurship in small and medium enterprises, and micro business. The course will aid students in acquiring the skills and know-how to develop their business idea from the concept stage to the marketplace. Students are able to develop an understanding of how to cultivate a business in diverse and global environments, as well as how to lead and collaborate in a competitive world.

5. Pre-requirements for this course (if any): None

6. Pre-requirements for this course (if any): None

7. Course Main Objective(s):

The aim of the course is to educate and train individuals for technology based organizations and new ventures enhancing their strategic and operational management skills.

- Explain the concept of entrepreneurship and innovation, role of the entrepreneur and technology in the entrepreneurial process.
- Discuss the significance, characteristics and the process of entrepreneurship.
- Define, develop and map their own entrepreneurial capabilities through learning by doing and reflecting on their experiences;
- Guide to build and evaluate the performance of entrepreneurial teams and collaborations through peer review.
- Review and enhance entrepreneurial leadership skills through team coaching;





2. Teaching mode (mark all that apply)

| No | Mode of Instruction | Contact Hours | Percentage |
|----|--|---------------|------------|
| 1 | Traditional classroom | 22 | 80% |
| 2 | E-learning | | |
| 3 | Hybrid <ul style="list-style-type: none"> Traditional classroom E-learning | | |
| 4 | Distance learning | | |

3. Contact Hours (based on the academic semester)

| No | Activity | Contact Hours |
|-------|-------------------|---------------|
| 1. | Lectures | 22 |
| 2. | Laboratory/Studio | |
| 3. | Field | |
| 4. | Tutorial | |
| 5. | Others (specify) | 04 |
| Total | | 26 |

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 | Explain for assessing the commercial viability of a new technology based idea, with the help of various methods and tools. | K1 | <ul style="list-style-type: none"> ✓ Lectures/Pre presentations ✓ Media Lectures | MidExam Assignment-I Final Theory |





| Code | Course Learning Outcomes | Code of CLOs aligned with program | Teaching Strategies | Assessment Methods |
|------|--|-----------------------------------|---|--|
| 2.0 | Skills | | | |
| 2.1 | Identifying opportunities and challenges affiliated with the organization and financing of new initiatives such as new business ventures. | S1 | <ul style="list-style-type: none"> ✓ Lectures/Pre presentations ✓ Media Lectures ✓ Tutorials | MidTerm Assignment-I Assignment-II Final Theory |
| 2.2 | Develop a comprehensive and well-structured business plan for a new venture | S1 | <ul style="list-style-type: none"> ✓ Lectures/Pre presentations ✓ Media Lectures ✓ Tutorials | MidTerm Assignment-II Group Assignment Final Theory |
| 2.3 | Analyze to participate as a collaborative member of a task focused group, as anticipated to occur as a part of ongoing learning and in professional practice. | S2 | <ul style="list-style-type: none"> ✓ Lectures/Pre presentations ✓ Media Lectures ✓ Tutorials | Assignment-II Group Assignment Final Theory |
| 3.0 | Values, autonomy, and responsibility | | | |
| 3.1 | Demonstrate critical awareness of current issues in innovation and entrepreneurship informed by leading-edge research. | V1 | <ul style="list-style-type: none"> ✓ Group Discussion | Group Assignment |

C. Course Content

| No | List of Topics | Contact Hours |
|----|--|---------------|
| 1. | The innovation imperative Innovation and Entrepreneurship, Entrepreneur, entrepreneurship and enterprise, The Evolution of Entrepreneurship, The role of Entrepreneur, Innovation & Entrepreneurship, innovation isn't easy, can we manage innovation, successful innovators, Challenges on innovation, Dimension of innovation, A process model innovation, innovation strategy, Exploring innovation space, Strategic selection. | 5T |
| 2. | Social Innovation Definition, Characteristics of Social innovation, Characteristics of social | 4T |





| | | |
|-------|---|----|
| | entrepreneurs, Mapping social innovation to our core model, Challenges in Social innovation, Finding resources, Developing the venture, Innovation strategy, | |
| 3 | Entrepreneurial Creativity Creativity, Creativity in practice, Creative process, Cycles of Convergence & Divergence, Blocks of creativity, Enabling creativity, Developing the thinking skill, Advantages and disadvantages of group level creativity, Improving climate for creativity, Killer phrases, Building creative environment. | 4T |
| 4 | Sources of innovation Where do innovation come from, Sources of innovation, Climate & Creativity, Attributes of creative mind, Knowledge push, Need pull, Shocks to the system, Types and characteristics of customization, Users as innovators, Extreme users, Tools for innovation, | 3T |
| 5 | Leadership and Teams Components of innovative organization, Characteristics of entrepreneur, Factors influencing the creation of new venture, Entrepreneurial team, Potential assets using groups, characteristics of effective teamwork, Context and Climate. | 2T |
| 6 | Creating a new venture Motives & Mechanisms of entrepreneurship, Types of innovative new venture, Environmental Factors, Creating a new venture, The basic option. | 2T |
| 7 | Business Model Business model & capturing values, Outline framework for business model, Building a Business model | 2T |
| Total | | 22 |

D. Students Assessment Activities

| No | Assessment Activities * | Assessment timing (in week no) | Percentage of Total Assessment Score |
|----|-------------------------|--------------------------------|--------------------------------------|
| 1. | mretdiM | Week 7 | 10 % |
| 2. | I-Assignment | Week 3 | 15 % |
| 3. | II-Assignment | Week 6 | 15 % |
| 4. | tAssignmen puorG | Week 8 | 20 % |
| 5. | Final Theory Exam | Week 15 | 40% |

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).



E. Learning Resources and Facilities

1. References and Learning Resources

| | |
|--------------------------|--|
| Essential References | Innovation and Entrepreneurship, 3rd Edition John R. Bessant, Joe Tidd ISBN: 978-1-118-99309-5 |
| Supportive References | PETER EDRUCKER INNOVATION AND ENTREPRENEURSHIP Practice and Principles |
| Electronic Materials | - |
| Other Learning Materials | - |

2. Required Facilities and equipment

| Items | Resources |
|---|---|
| facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) | Classroom equipped with projector, whiteboard, sufficient seating arrangements. |
| Technology equipment (projector, smart board, software) | Whiteboards and projectors for classroom. |
| Other equipment (depending on the nature of the specialty) | None |

F. Assessment of Course Quality

| Assessment Areas/Issues | Assessor | Assessment Methods |
|---|-----------------------|--|
| Effectiveness of teaching | Students | Course evaluation survey form |
| Effectiveness of Students assessment | CRC / QAU / HoD | Course reports / result analysis |
| Quality of learning resources | Track leaders / CRC | Review meetings and star rating with suggestions for further modification and improvements |
| The extent to which CLOs have been achieved | Course Teachers / QAU | CLO assessment template that is further verified at course coordinator and QAU level. |
| Other | | |

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

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE



| | |
|---------------|--|
| REFERENCE NO. | |
| DATE | |

