



# Course Specification

— (Bachelor)

Course Title:	Entrepreneurship and Small Businesses Management
Course Code:	ADMN 313
Program:	Bachelor in Business Administration
Department:	Business and Marketing
College:	College of Business
Institution:	Jazan University
Version:	Course Specification Version Number
Last Revision Date:	Pick Revision Date.



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## A. General information about the course:

### 1. Course Identification

1. Credit hours: ( 3 )

#### 2. Course type

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

3. Level/year at which this course is offered: ( 7<sup>th</sup> level/3<sup>rd</sup> year)

#### 4. Course general Description:

This course Provide the students with concepts and tools to help them identify entrepreneurship and steps to establish and manage small and medium enterprises and expand the students' horizons on the essence of the business's world and entrepreneurial ideas and entrepreneurial skills and its economic role and the importance of preparing the feasibility study and its stages with the procedures of establishing and evaluating the small and medium project.

#### 5. Pre-requirements for this course (if any):

N/A

#### 6. Co-requisites for this course (if any):

N/A

#### 7. Course Main Objective(s):

1. To acquaint the students with unique features of entrepreneurs
2. To make them understand about the required skills needed to manage a business successfully.
3. To familiarize the students with the preparation of project reports

### 2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	33	100%
2	E-learning		





No	Mode of Instruction	Contact Hours	Percentage
3	Hybrid <ul style="list-style-type: none"> <li>Traditional classroom</li> <li>E-learning</li> </ul>		
4	Distance learning		

### 3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	33
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		33

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

Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Explain the concepts, Definitions and characteristics of Entrepreneurs and Entrepreneurship	K1	<ul style="list-style-type: none"> <li>Lectures</li> <li>Group discussions</li> <li>Individual and collaborative activities</li> <li>Pair and group discussions</li> </ul>	<ul style="list-style-type: none"> <li>Midterms</li> <li>Final exam</li> <li>Quizzes</li> <li>Class participation</li> <li>Assignments</li> </ul>
1.2	Explain the definition and importance of Small and Medium-sized Enterprises and	K3	<ul style="list-style-type: none"> <li>Lectures</li> <li>Group discussions</li> </ul>	<ul style="list-style-type: none"> <li>Midterms</li> </ul>





Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
	their role in the development of the national economy.		<ul style="list-style-type: none"> <li>Individual and collaborative activities</li> <li>Pair and group discussions</li> </ul>	<ul style="list-style-type: none"> <li>Final exam</li> <li>Quizzes</li> <li>Class participation</li> <li>Assignments</li> </ul>
...				
<b>2.0</b>	<b>Skills</b>			
2.1	Illustrate challenges that could encountering Entrepreneurs and Entrepreneurship.	S1	<ul style="list-style-type: none"> <li>Lectures</li> <li>Group discussions</li> <li>Individual and collaborative activities</li> <li>Pair and group discussions</li> </ul>	<ul style="list-style-type: none"> <li>Midterms</li> <li>Final exam</li> <li>Individual Assignments</li> <li>Group Assignment</li> </ul>
2.2	Prepare a feasibility study, including: the marketing plan, the operating plan, and the financial plan.	S3	<ul style="list-style-type: none"> <li>Lectures</li> <li>Group discussions</li> <li>Individual and collaborative activities</li> <li>Pair and group discussions</li> </ul>	<ul style="list-style-type: none"> <li>Midterms</li> <li>Final exam</li> <li>Individual Assignment</li> <li>Group Assignment</li> </ul>
2.3	Illustrate forms of business ownership and how to design new business plan	S4	<ul style="list-style-type: none"> <li>Lectures</li> <li>Group discussions</li> <li>Individual and collaborative activities</li> <li>Pair and group discussions</li> </ul>	<ul style="list-style-type: none"> <li>Midterms</li> <li>Final exam</li> <li>Individual Assignment</li> <li>Group Assignment</li> </ul>



Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
3.0	Values, autonomy, and responsibility			
3.1	Identify ethical issues confronting entrepreneurship and SMEs and explain the importance and impact of social responsibilities on small businesses.	V1	<ul style="list-style-type: none"> <li>Individual problem-solving activities</li> <li>Pair and group discussions and activities</li> </ul>	<ul style="list-style-type: none"> <li>Class participation</li> <li>Observation</li> <li>Individual Assignments</li> <li>Group Assignment</li> </ul>
3.2	The ability to build entrepreneurial team	V2	<ul style="list-style-type: none"> <li>Individual problem-solving activities</li> <li>Pair and group discussions and activities</li> </ul>	<ul style="list-style-type: none"> <li>Class participation</li> <li>Observation</li> <li>Individual Assignments</li> <li>Group Assignment</li> </ul>
...				

### C. 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 -Important Aspects of Entrepreneurship - Entrepreneur	3
2.	Role Of Entrepreneurship in Economic Development - Characteristics Of the Entrepreneur - Factors Contributing to The Success of The Entrepreneur Kingdom's 2030 Vision and Entrepreneurship - Challenges Encountering & Entrepreneur in Saudi Arabia	3
3.	Role Of Creativity and Innovation Ethics And Social Responsibilities	3
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.	Difference between small and medium-size enterprises Motives to start a small & medium-size enterprise	3

	Significance of the small & medium-size enterprises	
	Challenges encountering the small & medium-size enterprises	
6.	<b>Unit- 3 Feasibility Analysis and Designing a Business Model</b>	3
	New Business Planning Process -Idea Generation - Idea Assessment	
7.	Feasibility Analysis - Industry and Market Feasibility - Product or Service Feasibility Analysis	3
8.	Financial Feasibility Analysis - Elements of Financial Feasibility Analysis Crafting A Model Business Plan - Elements of Business Plan	3
	Developing and Testing the Business Plan -	
9.	<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
10.	Sources of Finance - Legal Aspects - Building an Entrepreneurial Team Entrepreneurship Supporting institutions in KSA	3
11.	Success stories of Saudi entrepreneurs	3
<b>Total</b>		<b>33</b>

## D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Class participation, Assignments	1 - 10th	10%
2.	Quiz 1, 2	9 - 10th	10%
3.	Midterm	Week 5 & 6	30%
2.	Final exam	Week 12 & 13	50%

\*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	Essentials of Entrepreneurship and Small Business Management, Global Edition, 8th Edition.
	By Norman M. Scarborough Jeffrey R. Cornwall, 2016
	Entrepreneurship: Successfully Launching New Ventures, Global Edition, 6th Edition.
	By Bruce R. Barringer, R. Duane Ireland, 2018
	Innovation and Entrepreneurship

	By Peter F Drucker
<b>Supportive References</b>	The Handbook of Entrepreneurship and Small Business 4th edition By Paul Burns
<b>Electronic Materials</b>	e- Library Reserves • <a href="http://www.emeraldinsight.com/insight">http://www.emeraldinsight.com/insight</a> • <a href="https://www.monshaat.gov.sa">https://www.monshaat.gov.sa</a>
<b>Other Learning Materials</b>	

## 2. Required Facilities and equipment

Items	Resources
<b>facilities</b> (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classrooms to facilitate student engagement ,collaboration and connection between lecturer and student with: <ul style="list-style-type: none"> <li>■ Movable tables and chairs conducive to group discussion and group work.</li> <li>■ Good lighting control.</li> </ul>
<b>Technology equipment</b> (projector, smart board, software)	<ul style="list-style-type: none"> <li>■ Smart classroom equipment including data show.</li> <li>■ Instructor station with Tablet PC-like technology.</li> <li>■ Multiple electronic display surfaces (LCD projectors, etc.).</li> <li>■ Reliable network connectivity.</li> <li>■ Laptop connection for instructor and student hook ups.</li> <li>■ Electrical Outlets.</li> </ul>
<b>Other equipment</b> (depending on the nature of the specialty)	

## F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Indirect
Effectiveness of Students assessment	Program Leader, External evaluator	Direct
Quality of learning resources	Instructor, Students	Indirect
The extent to which CLOs have been achieved	Quality Committee	Direct



Assessment Areas/Issues	Assessor	Assessment Methods
Other		

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

**Assessment Methods** (Direct, Indirect)

### G. Specification Approval

<b>COUNCIL /COMMITTEE</b>	<b>SCIENTIFIC COMMITTEE OF THE DEPARTMENT OF MANAGEMENT AND MARKETING</b>
<b>REFERENCE NO.</b>	<b>2ND MEETING, ACADEMIC YEAR 2025, SUBJECT NO.3</b>
<b>DATE</b>	<b>12-09-2024</b>

