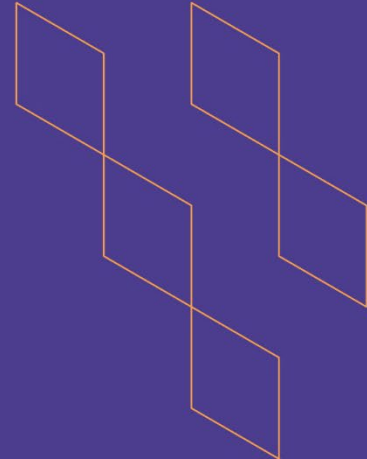




T-104
2022

Course Specification



Course Title: Introduction to Entrepreneurship
Course Code: ENT 201
Program: Bachelor of Science in Business Administration / Management
Department: Management
College: College of Business and Tourism
Institution: The University of Prince Mugrin (UPM)
Version: V2
Last Revision Date: 08/08/2023



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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 checked="" type="checkbox"/> Department <input type="checkbox"/> Track <input type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
3. Level/year at which this course is offered:	Level 2/ Year 2
4. Course general Description	
This course is designed to introduce students to entrepreneurship and how to think and act like an entrepreneur in order to identify and pursue opportunities. Students will learn how to gather and analyze data using a variety of business tools. Students will learn how startups work and how to grow the business successfully in a volatile and ever-changing business environment.	
5. Pre-requirements for this course (if any): ENGL 201	
6. Co- requirements for this course (if any):	
7. Course Main Objective(s)	
1.	Understand fundamental concepts and principles of entrepreneurship, including the basic roles, skills, and functions of an entrepreneur.
2.	Be familiar with interactions between the environment, technology, human resources, and organizations in order to achieve high performance.
3.	Be knowledgeable of ways to gather data using various business tools.

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	45	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	15





5.	Others (in class activities)	
	Total	45



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	By the end of this course, students will be able to.....			
	Knowledge and understanding			
1.1	recognize the fundamentals of entrepreneurship.	K2	<ul style="list-style-type: none"> Lecture, Tutorial, Reading Materials Memory Activities 	<ul style="list-style-type: none"> Quizzes, Multiple choice questions, True/False questions. Short answers.
1.2	Differentiate between types of business models and how they evolve to meet the realities of the marketplace and the needs of the customer.	K3	<ul style="list-style-type: none"> Lecture, Tutorial, Group discussions, Case studies. 	<ul style="list-style-type: none"> Essay, Quizzes, Short answers.
2.0	Skills			
2.1	Evaluate business opportunities and take advantage of them.	S1	<ul style="list-style-type: none"> Lecture, Tutorial, Group work, Case studies and Short answers. 	<ul style="list-style-type: none"> Short answers, Problem solving task, Report Presentation.
2.2	Demonstrate appropriate market research & business planning skills	S2	<ul style="list-style-type: none"> Lecture, Tutorial, Group work, Case studies and Short answers. 	<ul style="list-style-type: none"> Short answers, Problem solving task, Report Presentation.
2.3	Communicate effectively with potential investors, partners, and customers.	S4	<ul style="list-style-type: none"> Presentation, Brainstorm, Project. 	<ul style="list-style-type: none"> Report, Presentation, Research Proposal.
3.0	Values, autonomy, and responsibility			
3.1	Become more self-aware and develop a growth mindset.	V1	<ul style="list-style-type: none"> Presentation, Brainstorm, Project. 	<ul style="list-style-type: none"> Report, Presentation, Research Proposal.
3.2	Work in a strong team and manage conflict effectively	V3	<ul style="list-style-type: none"> Presentation, Brainstorm, 	<ul style="list-style-type: none"> Report, Presentation,



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
			<ul style="list-style-type: none"> Project. 	Research Proposal.

C. Course Content

No	List of Topics	Contact Hours
1.	Introduction	3
2.	What is entrepreneurship	3
3.	Recognizing opportunities	3
4.	Feasibility analysis	3
5.	Business Model	3
6.	Industry competitor analysis	3
7.	Financing and funding	3
8.	The entrepreneur's guide for beginners Coursera	3
9.	Growth challenges	3
10.	Growth strategies	3
11.	Writing a business plan	3
12.	Business Model Canvas	3
13.	Current issues in entrepreneurship	3
14.	Pitching to investors	3
15.	Presentations	3
Total		45

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Assignment		20%
2.	Midterm Exam		20%
3.	Business Project		30%
4.	Final Exam		30%
	Total		100%

*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	Entrepreneurship: Successful Launching New Ventures, 5th Edition, by Bruce R. Barringer and R. Duane Ireland, Prentice Hall, copyright 2017, ISBN-13: 978-0133797190, ISBN-10: 0133797198
Supportive References	Selected HBR articles
Electronic Materials	Suitable Articles from : Digital Library Databases (SDL)
Other Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Regular classrooms with whiteboard and projector. Lecture rooms with enough audio-visual facilities, lecture theater for guest lecture or seminar.
Technology equipment (projector, smart board, software)	Smart board, internet connection, LMS
Other equipment (depending on the nature of the specialty)	Library/resource center (including online resources)

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students / Program Leaders	Direct / Indirect
Effectiveness of students assessment	Program Leaders, Faculty	Direct
Quality of learning resources	Faculty, Program Leaders	Indirect
The extent to which CLOs have been achieved	Program Leaders	Direct
Other		

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

Assessment Methods (Direct, Indirect)



G. Specification Approval Data

COUNCIL /COMMITTEE	MANAGEMENT & MARKETING DEPARTMENT COUNCIL
REFERENCE NO.	MGT & MKT 1. 23-24
DATE	21 AUG 2023



Code	Course Learning Outcomes	Code of CLOs aligned with program	Code of CLOs aligned with ACCT program	Code of CLOs aligned with FIN program
1.0	By the end of this course, students will be able to.....			
	Knowledge and understanding			
1.1	recognize the fundamentals of entrepreneurship.	K2	ACCT PLO K2	FIN PLO K2
1.2	Differentiate between types of business models and how they evolve to meet the realities of the marketplace and the needs of the customer.	K3	ACCT PLO K2	FIN PLO K2
2.0	Skills			
2.1	Evaluate business opportunities and take advantage of them.	S1	ACCT PLO S3	FIN PLO S3
2.2	Demonstrate appropriate market research & business planning skills	S2	ACCT PLO S3	FIN PLO S3
2.3	Communicate effectively with potential investors, partners, and customers.	S4	ACCT PLO S3	FIN PLO S3
3.0	Values, autonomy, and responsibility			
3.1	Become more self-aware and develop a growth mindset.	V1	ACCT PLO V3	
3.2	Work in a strong team and manage conflict effectively	V3	ACCT PLO V2	