

Course Syllabus

1	Course title	Entrepreneurship in business	
2	Course number	1601408	
3	Credit hours	3	
	Contact hours (theory, practical)	3	
4	Prerequisites/corequisites	None	
5	Program title	Bachelor of Business Administration	
6	Program code	010	
7	Awarding institution	University of Jordan	
8	School	School of Business	
9	Department	Business administration	
10	Course level	Bachelor	
11	Year of study and semester (s)	2023-2024 / First semester	
12	Other department (s) involved in teaching the course	None	
13	Main teaching language	English	
14	Delivery method	<input type="checkbox"/> Face to face learning <input checked="" type="checkbox"/> Blended <input type="checkbox"/> Fully online	
15	Online platforms(s)	<input checked="" type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....	
16	Issuing/Revision Date	08\10\2023	

17 Course Coordinator:

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**18 Other instructors:**

Name:

Office number:

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Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

19 Course Description:

As stated in the approved study plan.

This course provides a thoughtful, practical guide to the process of successfully launching and growing an entrepreneurial firm. To do this, the module provides students with a thorough analysis of the entrepreneurial process.

20 Course aims and outcomes:

A- Aims:

To achieve the 'ILOs' listed below

B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

SLOs SLOs of the course	SLO (1): Examine the main concepts, principles and theories associated with business management and discuss a substantial body of subject-based knowledge of business.	SLO (2): Apply problem solving, critical thinking and decision making skills to solve problems related to business management and recommend further actions.	SLO (3): Demonstrate Analysis and strategic planning skills and optimal utilization of human resources skills.	SLO (4): Illustrate quantitative and qualitative skills related to operations, quality, project, and supply chain management.	SLO (5): Value scientific research related to business management and demonstrate statistical analysis skills.	SLO (6): Develop intellectual and transferrable personal and communication skills applicable to further study and careers.	SLO (7): Utilize information and communication technology to access and analyze databases and international information to develop knowledge, skills, and to generate new knowledge in business management field.	SLO (8): Value the assigned responsibilities as a specialist and function within the community set of values and ethics	SLO (9): . Design a clearly written, concise business model analyses, and deliver clear, well organized, persuasive oral presentations.
1. Identify, describe, and discuss the nature, process, effects, and myths of entrepreneurship. And to identify and discuss the characteristics of successful entrepreneurs and reasons why they become entrepreneurs	X	X				X			
2. Identify, describe and discuss the different steps and tasks of the entrepreneurial process (i.e. recognizing opportunities and idea generation; feasibility analysis, developing business models, industry and competitor analysis, writing a business plan, building a new venture team	X	X	X						X

and getting financing/funding for the new business) and all concepts and topics related to these steps/tasks.									
3. Apply learned content to perform any of the various steps/tasks related to the entrepreneurial process and the launch of a successful new business.		X				X			X

21. Topic Outline and Schedule:

Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
1	1.1	Introductory lecture	-	Face to face	Moodle	-	-	-
	1.2	Ch1: Introduction to Entrepreneurship	1	Face to face	Moodle	-	Exams, Assignments, In-class discussion	Main Text book
	1.3	Ch1: Introduction to Entrepreneurship	1	Blended	Moodle	Asynchronous	Exams, Assignments, In-class discussion	Main Text book
2	2.1	Ch1: Introduction to Entrepreneurship	1	Face to face	Moodle	-	Exams, Assignments, In-class discussion	Main Text book

	2.2	Ch1: Introduction to Entrepreneurship	1	Face to face	Moodle	-	Exams, Assignments, In-class discussion	Main Text book
	2.3	Exercise: video- Characteristics of Successful Entrepreneur	1	Blended	Moodle	Asynchronous	Exams, Assignments, In-class discussion	Main Text book
Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
3	3.1	Ch2: Recognizing Opportunities and Generating Ideas	2, 3	Face to face	Moodle	-	Group project, Exams, Assignments, In-class discussion	Main Text book
	3.2	Ch2: Recognizing Opportunities and Generating Ideas	2, 3	Face to face	Moodle	-	Group project, Exams, Assignments, In-class discussion	Main Text book
	3.3	Video and discussion entrepreneurship and SDGs	2, 3	Blended	Moodle	Asynchronous	Group project, Exams, Assignments, In-class discussion	Main Text book
4	4.1	Ch2: Recognizing Opportunities and Generating Ideas	2, 3	Face to face	Moodle	-	Group project, Exams, Assignments, In-class discussion	Main Text book
	4.2	Ch2: Recognizing Opportunities and Generating Ideas	2, 3	Face to face	Moodle	-	Group project, Exams, Assignments, In-class discussion	Main Text book
	4.3	Video exercise: Ideation- design thinking and IDEO	2, 3	Blended	Moodle	Asynchronous	Group project, Exams, Assignments, In-class discussion	Main Text book

5	5.1	Ch3: Feasibility Analysis	2, 3	Face to face	Moodle	-	Exams, In-class discussion	Main Text book
	5.2	Ch3: Feasibility Analysis	2, 3	Face to face	Moodle	-	Exams, Assignments, In-class discussion	Main Text book
	5.3	Assessing product and industry/ target market feasibility: pre-recorded materials	2, 3	Blended	Moodle	Asynchronous	Exams, Assignments, In-class discussion	Main Text book
6	6.1	Ch3: Feasibility Analysis	2, 3	Face to face	Moodle	-	Exams, Assignments, In-class discussion	Main Text book
	6.2	Ch3: Feasibility Analysis	2, 3	Face to face	Moodle	-	Exams, Assignments, In-class discussion	Main Text book
	6.3	Exercise: techniques on idea generation and creativity	2, 3	Blended	Moodle	Asynchronous	Exams, Assignments, In-class discussion	Main Text book
7	7.1	Ch4: Developing an Effective Business Model	2, 3	Face to face	Moodle	-	Group project, Exams, Assignments, In-class discussion	Main Text book
	7.2	Ch4: Developing an Effective Business Model	2, 3	Face to face	Moodle	-	Group project, Exams, Assignments, In-class discussion	Main Text book
	7.3	Description of business model elements: pre-recorded materials	2, 3	Blended	Moodle	Asynchronous	Group project, Exams, Assignments, In-class discussion	Main Text book
8	8.1	Ch4: Developing an Effective Business Model	2, 3	Face to face	Moodle	-	Group project, Exams, Assignments, In-class discussion	Main Text book

	8.2	Ch4: Developing an Effective Business Model	2, 3	Face to face	Moodle	-	Group project, Exams, Assignments, In-class discussion	Main Text book
	8.3	Video: value proposition canvas	2, 3	Blended	Moodle	Asynchronous	Group project, Exams, Assignments, In-class discussion	Main Text book
9	9.1	Ch5: Industry and Competitor Analysis	2, 3	Face to face	Moodle	-	Group project, Exams, Assignments, In-class discussion	Main Text book
	9.2	Ch5: Industry and Competitor Analysis	2, 3	Face to face	Moodle	-	Group project, Exams, Assignments, In-class discussion	Main Text book
	9.3	Video: The Innovator's Dilemma	2, 3	Blended	Moodle	Asynchronous	Group project, Exams, Assignments, In-class discussion	Main Text book
10	10.1	Ch5: Industry and Competitor Analysis	2, 3	Face to face	Moodle	-	Group project, Exams, Assignments, In-class discussion	Main Text book
	10.2	Ch5: Industry and Competitor Analysis	2, 3	Face to face	Moodle	-	Group project, Exams, Assignments, In-class discussion	Main Text book
	10.3	Competitor Analysis: pre-recorded materials	2, 3	Blended	Moodle	Asynchronous	Group project, Exams, Assignments, In-class discussion	Main Text book
11	11.1	Ch6: Writing a Business Plan	2, 3	Face to face	Moodle	-	Exams, Assignment	Main Text book

							s, In-class discussion	
	11.2	Ch6: Writing a Business Plan	2, 3	Face to face	Moodle	-	Exams, Assignments, In-class discussion	Main Text book
	11.3	Video: How to write a great business plan?	2, 3	Blended	Moodle	Asynchronous	Exams, Assignments, In-class discussion	Main Text book
12	12.1	Ch6: Writing a Business Plan	2, 3	Face to face	Moodle	-	Exams, Assignments, In-class discussion	Main Text book
	12.2	Ch6: Writing a Business Plan	2, 3	Face to face	Moodle	-	Exams, Assignments, In-class discussion	Main Text book
	12.3	-How to Pitch your Startup in 3 Minutes? -Video: 5 Pitch Mistakes Entrepreneurs Make, and How To Fix Them	2, 3	Blended	Moodle	Asynchronous	Group project, Exams, Assignments, In-class discussion	Main Text book
13	13.1	Ch9: Building a New-Venture Team	2, 3	Face to face	Moodle	-	Exams, Assignments, In-class discussion	Main Text book
	13.2	Ch9: Building a New-Venture Team	2, 3	Face to face	Moodle	-	Exams, Assignments, In-class discussion	Main Text book
	13.3	Entrepreneurial teams: pre-recorded materials	2, 3	Blended	Moodle	Asynchronous	Exams, Assignments, In-class discussion	Main Text book
14	14.1	Ch9: Building a New-Venture Team	2, 3	Face to face	Moodle	-	Exams, Assignments, In-class discussion	Main Text book
	14.2	Guest speaker lecture: The DNA of Design thinking (Face-to-face)	2, 3	Face to face	Moodle	-	Exams, Assignments, In-class discussion	Main Text book

	14.3	Financing or Funding: pre-recorded materials	2, 3	Blended	Moodle	Asynchronous	Exams, Assignments, In-class discussion	Main Text book
15	15.1	Ch10: Getting Financing or Funding	2, 3	Face to face	Moodle	-	Exams, Assignments, In-class discussion	Main Text book
	15.2	Ch10: Getting Financing or Funding	2, 3	Face to face	Moodle	-	Exams, Assignments, In-class discussion	Main Text book

22 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Midterm exam	30	Chapters 1, 2, and 3	1, 2, 3	Mid-term exams period	In-person
Group project and presentation	20	Chapter 2, 4, 5, 6	2, 3	Week 12	Moodle and in-person
Course work (Short assignments and participation)	10	All chapters	1, 2, 3	All semester	Moodle
Final exam	50	All chapters	1, 2, 3	Final exams period	In-person

23 Course Requirements

(e.g.: students should have a computer, internet connection, webcam, account on a specific software/platform...etc.):

- Main textbook
- students should have a computer, tablet, or smart phone
- internet connection



24 Course Policies:

A- Attendance policies:

- Students are not allowed to miss more than 15% of the classes during the semester. Failing to meet this requirement will be dealt with according to the university disciplinary rules.

B- Absences from exams and submitting assignments on time:

- Assignments should be submitted on time and on the course platform.
- No makeup exam will be held except for students who have a permission from the deputy dean for students' affairs

C- Health and safety procedures:

- Wearing facemask and maintaining social distancing

D- Honesty policy regarding cheating, plagiarism, misbehavior:

- Cheating and plagiarism will be dealt with according to the university disciplinary rules

E- Grading policy:

- Exams are graded on a correct/incorrect response basis
- Homework/assignments are graded on a satisfactory/unsatisfactory basis
 1. Satisfactory responses are those that reflect a high degree of understanding/application of the course material and a high degree of following the instructions of the assignment/homework (these responses will receive higher grades compared to those given to unsatisfactory responses).
 2. Unsatisfactory responses are those that reflect a low degree of understanding/application of the course material and a low degree of following the instructions of the assignment/homework (these responses will receive lower grades compared to those given to satisfactory responses)

F- Available university services that support achievement in the course:

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25 References:

A- Required book(s), assigned reading and audio-visuals:

Main textbook: Barringer R. B. and Ireland R. D. (2019). Entrepreneurship: Successfully Launching New Ventures.6th Edition (Global edition), Pearson/ Prentice Hall.

B- Recommended books, materials, and media:

Various sources and media links will provided during the semester



26 Additional information:

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Name of Course Coordinator: --Dr. Rima Al Hasan---Signature: -----Date: 08\10\2023
Head of Curriculum Committee/Department: ----- Signature: -----
Head of Department: - Dr. Motasem Thnaibat ----- Signature: -----
Head of Curriculum Committee/Faculty: ----- Signature: -----
Dean: ---Prof. Raed Masadeh ----- Signature: -----