


**Form:
Course Syllabus**

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Issue Number and Date	2/3/24/2022/2963 05/12/2022
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Number of Pages	06

1.	Course Title	Entrepreneurship in business
2.	Course Number	1601408
3.	Credit Hours (Theory, Practical)	3
	Contact Hours (Theory, Practical)	2
4.	Prerequisites/ Corequisites	-----
5.	Program Title	Bachelor Degree in Business Management
6.	Program Code	010
7.	School/ Center	Business school
8.	Department	Business Management
9.	Course Level	Undergraduate/Bachelor
10.	Year of Study and Semester (s)	2025-2026, 1 st semester
11.	Program Degree	Bachelor
12.	Other Department(s) Involved in Teaching the Course	None
13.	Learning Language	English
14.	Learning Types	<input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online
15.	Online Platforms(s)	<input type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams
16	Issuing Date	October, 2025
17.	Revision Date	October, 2025

18. Course Coordinator:

Name: Dr. Ahmad Obeidat
Contact hours: (2:30- 3:30 pm Sunday, Tuesday, Thursday) / (11 – 12 pm Monday, Wednesday)
Office number: --- Phone number: ---
Email: a.obeidat@ju.edu.jo



19. Other Instructors:

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

20. 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.

21. Program Intended Learning Outcomes: (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

PLO's	*National Qualifications Framework Descriptors*		
	Competency (C)	Skills (B)	Knowledge (A)
1. Examine the main concepts, principles and theories associated with business management and discuss a substantial body of subject-based knowledge of business.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>



2. Apply problem solving, critical thinking and decision-making skills to solve problems related to business management and recommend further actions.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. Design a clearly written, concise business model analyses, and deliver clear, well organized, persuasive oral presentations.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* Choose only one descriptor for each learning outcome of the program, whether knowledge, skill, or competency.

22. Course Intended Learning Outcomes: (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

Course ILOs #	The learning levels to be achieved						Competencies
	Remember	Understand	Apply	Analyse	Evaluate	Create	
1. Identify, describe, and discuss the nature, process, effects, and myths of entrepreneurship. Also to identify and discuss the characteristics of successful entrepreneurs and reasons why they become entrepreneurs	*	*		*	*		---
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 and getting financing/funding for the new business) and all concepts and topics related to these steps/tasks.	*	*		*	*		Identify real opportunities, generate ideas, testing the feasibility testing, business model development, conducting industry and competitor analyses, business plan writing, raising funding, and build a new venture team.



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.			*				Identify real opportunities, generate ideas, testing the feasibility testing, business model development, conducting industry and competitor analyses, business plan writing, raising funding, and build a new venture team.
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23. The matrix linking the intended learning outcomes of the course -CLO's with the intended learning outcomes of the program -PLOs:

PLO's * CLO's	1	2	3	4	5	Descriptors**		
						A	B	C
1	*					✓		
2	*						✓	
3		*	*					✓

*Linking each course learning outcome (CLO) to only one program outcome (PLO) as specified in the course matrix.

**Descriptors are determined according to the program learning outcome (PLO) that was chosen and according to what was specified in the program learning outcomes matrix in clause (21).

24. Topic Outline and Schedule:

Week	Lecture	Topic	ILO/s Linked to the Topic	Learning Types (Face to Face/ Blended/ Fully Online)	Platform Used	Synchronous / Asynchronous Lecturing	Evaluation Methods	Learning Resources
1	1.1	Introductory lecture	-	Face to face	Classroom (+	Synchronous lecturing	----	Text



					Microsoft teams)			
	1.2	Ch1: Introduction to Entrepreneurship	1	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	1.3	Ch1: Introduction to Entrepreneurship	1	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
2	2.1	Ch1: Introduction to Entrepreneurship	1	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	2.2	Ch1: Introduction to Entrepreneurship	1	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	2.3	Ch1: Introduction to Entrepreneurship	1	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
3	3.1	Ch2: Recognizing Opportunities and Generating Ideas	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	3.2	Ch2: Recognizing Opportunities and Generating Ideas	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	3.3	Ch2: Recognizing Opportunities and Generating Ideas	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
4	4.1	Ch2: Recognizing Opportunities and Generating Ideas	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	4.2	Ch2: Recognizing Opportunities and Generating Ideas	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	4.3	Ch2: Recognizing Opportunities	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text



		and Generating Ideas						
5	5.1	Ch3: Feasibility Analysis	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	5.2	Ch3: Feasibility Analysis	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	5.3	Ch3: Feasibility Analysis	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
6	6.1	Ch3: Feasibility Analysis	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	6.2	Ch3: Feasibility Analysis	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	6.3	Ch3: Feasibility Analysis	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
7	7.1	Ch4: Developing an Effective Business Model	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	7.2	Ch4: Developing an Effective Business Model	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	7.3	Ch4: Developing an Effective Business Model	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
8	8.1	Ch4: Developing an Effective Business Model	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	8.2	Ch4: Developing an Effective Business Model	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	8.3	Ch4: Developing an Effective Business Model	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text



	9.1	Ch5: Industry and Competitor Analysis	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
9	9.2	Ch5: Industry and Competitor Analysis	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	9.3	Ch5: Industry and Competitor Analysis	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	10.1	Ch5: Industry and Competitor Analysis	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
10	10.2	Ch5: Industry and Competitor Analysis	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	10.3	Ch5: Industry and Competitor Analysis	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	11.1	Ch6: Writing a Business Plan	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
11	11.2	Ch6: Writing a Business Plan	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	11.3	Ch6: Writing a Business Plan	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	12.1	Ch6: Writing a Business Plan	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
12	12.2	Ch6: Writing a Business Plan	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	12.3	Ch6: Writing a Business Plan	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
13	13.1	Ch9: Building a New-Venture Team	2, 3	Face to face	Classroom (+	Synchronous lecturing	Exams and participation	Text



					Microsoft teams)			
13.2	Ch9: Building a New-Venture Team	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text	
	Ch9: Building a New-Venture Team	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text	
14	14.1	Ch9: Building a New-Venture Team	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	14.2	Ch10: Getting Financing or Funding	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	14.3	Ch10: Getting Financing or Funding	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
15	15.1	Ch10: Getting Financing or Funding	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	15.2	Ch10: Getting Financing or Funding	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text
	15.3	Ch10: Getting Financing or Funding	2, 3	Face to face	Classroom (+ Microsoft teams)	Synchronous lecturing	Exams and participation	Text

25. Evaluation Methods:

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

Evaluation Activity	*Mark wt.	CLO's					
		1	2	3	4	5	6
First Exam (midterm exam)	30%	✓	✓	✓			
Second Exam –If any	10%		✓	✓			
Final Exam	50%	✓	✓	✓			



**Class work					
Projects/reports					
Research working papers					
Field visits					
Practical and clinical					
Performance Completion file					
Presentation/exhibition					
Any other approved works	10%	✓	✓	✓	
Total 100%	100%	✓	✓	✓	

* According to the instructions for granting a Bachelor's degree.

**According to the principles of organizing semester work, tests, examinations, and grades for the bachelor's degree.

Mid-term exam specifications table*

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO/ Weight	CLO no.
Create %0	Evaluate %17	analyse %13	Apply %20	Understand %20	Remember %30					
0	2	2	0	2	3	9	30	30	%30	1
0	3	2	0	4	6	15	30	30	%50	2
0	0	0	6	0	0	6	30	30	%20	3

Final exam specifications table

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO Weight	CLO no.
Create %0	Evaluate 12.1%	analyse 12.1%	Apply 18.2%	Understand 21.2%	Remember 36.4%					
0	0	0	0	0	1	1	50	33	3%	1
0	4	4	0	7	11	26	50	33	79%	2
0	0	0	6	0	0	6	50	33	18%	3



26. Course Requirements:

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

Computer/laptop/tablet/smart phone + internet connection + webcam + access to the e-learning website and Microsoft teams,

27. 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:

- Any student who misses an exam and has a valid excuse for being absent from the exam will be given an opportunity to attend a makeup exam (excuses must be validated by the dean's assistant for student affairs)
- Assignments must be submitted on time. If the assignment is not submitted, the student will receive a zero mark
- Submitting assignments after the deadline expires and without presenting a valid excuse for the delay can lead to receiving a significantly reduced mark for the assignment.

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

- In case students are asked to submit assignments or any other work (e.g. Exercises), all submitted work should be the result of the student's efforts. Cheating and plagiarism will be dealt with strictly according to the university regulations.
- For more details on University regulations please visit:
<http://www.ju.edu.jo/rules/index.htm>

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: NA

28. References:

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

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:

NA

29. Additional information:

None

Name of the Instructor or the Course Coordinator:

Dr. Ahmad Obeidat

Signature:

Dr. Ahmad Obeidat

Date:

October, 2025

Name of the Head of Quality Assurance Committee/ Department

Signature:

Date:

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Name of the Head of Department

Signature:

Date:

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Name of the Head of Quality Assurance Committee/ School or Center

Signature:

Date:

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Name of the Dean or the Director

Signature:

Date:

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