Course Specification
(Bachelor)

Course Title:	**Entrepreneurship**
Course Code:	**ENT 101**
Program:	**BA**
Department:	**Self-Development Skills**
College:	**Common First Year**
Institution:	**King Saud University**
Version:	**1448**
Last Revision Date:	**30/8/2026**

Table of Contents:

Content	Page
A. General Information about the course	6
2. Teaching mode (mark all that apply) 3. Contact Hours (based on the academic semester)	7
B. Course Learning Outcomes (CLOs), Teaching Strategies and **Assessment Methods**	8

Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Met
Knowledge and understanding			
Knowledge of the basics and principles of entrepreneurship and its practical applications.		Coaching and counselling inside and outside the classroom.	- Middle-term exa - Evaluation of acti and duties
Learn about the concepts associated with the operational, marketing and financial plan.		-Survey method -Discovery method	-The final test -Evaluation of a and duties
Learn about the characteristics of an effective presentation.		Discussion and dialogue during the presentation	Observe the st performance in presentation
Preparing the project represented by the feasibility study		Field work	The project
Skills			
Acquire the skills of critical and creative thinking		Cooperative and group education (team work) through generating ideas and innovations	The project (pio project idea)
Acquire the skills of generating and developing business ideas and applying them on the ground.		- Brainstorming/genera ting ideas. -Participate in developing the business plan. - -Practical application of skills.	Students' performa preparing the (feasibility study)

2.3	Acquire feasibility study preparation skills, including: marketing plan, operating plan, and financial financing plan.		Cooperative and group learning. -Case study/problem solving. -Class discussion.	Evaluating the and final form business plan (proj
2.4	Acquire the presentation skills for the pilot project.		The presentation	Observing the st performance duri presentation
3.0	Values, autonomy, and responsibility			
3.1	Mastery: completing the assigned work with the required accuracy.		Case study by collecting field data for the project through generating entrepreneurial ideas.	Evaluating class a and assignments preparing a fe study
3.2	Discipline: The student must adhere to the work rules in the course.		Collaborative learning	Evaluation of the b plan (project).
3.3	Working in a teamwork: The student cooperates with his colleagues in completing group activities.		Cooperative learning - discussion and dialogue	Evaluation of the b plan (project).

C. Course Content

List of Topics	Contact H
Introduction of Entrepreneurship	1
Definition of Entrepreneurship	1
Entrepreneurship and small Business	1
Generate Idea for Entrepreneurial Projects	1
The kingdom and Entrepreneurship	1
Marketing Plan	1
Operation Plan	1
Financial Plan	1
Business Plan and Business model	1
Presentation Skills of Entrepreneurial Project	1
Design presentation and presentation of the idea of the pilot project	1
Business Environment for Entrepreneurial Projects	1
The technological environment for Entrepreneurial Projects	1
Financial Support institutions In KSA	1
General Review	1
Total	15

D. Students Assessment Activities

Assessment Activities *	Assessment timing (in week no)	Percentage of To Assessment Sco
Semester work		
1. Mid – test	7-8	20 %
2. Participation: Assessment of activities and duties	All Semester	10%
3. Evaluation of the business plan	3-12	15%
4. Project presentation	7-12	5%
Final test	15-16	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

ssential References	عمادة السنة الأولى المشتركة. (2023). *ريادة الأعمال*. ط11، دار نشر جامعة الملك سعود
pportive References	ديك، وفاء؛ والشميمري، أحمد. (2023). *ريادة الأعمال*. الرياض: مكتبة العبيكان. ، وفاء؛ والشميمري، أحمد. (2010). *مبادئ ريادة الأعمال*. الرياض: مكتبة العبيكان. -Marcus Buckingham and Donald O. Clifton, (2010) ***Now Discover Y*** ***Strengths ISBN***: 0-7432-0114-0
lectronic Materials	- Lemonade Stand (business software (- Micro-business (business software(
er Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities lassrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Special for attendance and office hours: and enrichment: Classroom lecture halls, including: - Smart boards. - Chairs and tables in the form of groups of 4 students for seven groups in one classroom.
Technology equipment (projector, smart board, software)	-Distance Learning / Blackboard / LMS - Imodium: a computer with high-speed interr for the trainer, and the students use it for pro presentations, with MS Office loaded on it. - Electronic display device (Data show)
Other equipment depending on the nature of the specialty)	

F. Assessment of Course Quality

ssessment Areas/Issues	Assessor	Assessment Meth
iveness of teaching	-The students -Course coordinator - Head of Department	Trainer evaluations a carried out electronic at the end of each semester in an indire manner.
iveness of students assessment	-Head of Department -Course coordinator -Course instructors	- Evaluation system f trainers by students through direct electro evaluation. Course evaluation by instructors and stu directly.
y of learning resources	Students - Faculty - Experts from the Entrepreneurship Institute	- Individual student s forms at the end of semester directly.
xtent to which CLOs have been ved	-Head of Department -Course coordinator -Course instructors	- Tests and performa monitoring directly. Forming committees preparing questionna and workshops direct Transforming entrepreneurial idea reality by following u mobilizing the bus model and supp projects by supporte an indirect way.

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Experts from the Entrepreneurship Institute، Others (specify)
Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	**Self-Development Skills DEPARTMENT**
REFERENCE NO.	2
DATE	**15 / 9 /2026**

C. Course Content	9
D. Student Assessment Activities	9
E. Learning Resources and Facilities	9

1. References and Learning Resources	9
2. Required Facilities and Equipment	10
F. Assessment of Course Qualit	10
G. Specification Approval Data	11

A. General information about the course:

1. Course Identification

1. Credit hours: (.....)					
2. Course type					
A.	☒ University	☐ College	☐ Department	☐ Track	☐ Others
B.	☒ Required		☐ Elective		
3. Level/year at which this course is offered: Common First Year / 2026-2027 / 1448					
4. Course general Description:					
This course aims to provide students with the knowledge and skills needed for idea generation and innovations then convert them into real-world business models. This is done based on basic entrepreneurship principles and practical applications for building a successful business. Students will also learn what takes to be a successful entrepreneur,					

writing a feasibility study, developing a marketing plan, search for funding, managing projects, understanding business laws and regulations, and knowing major financial support institutions in KSA

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

NON

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

NON

7. Course Main Objective(s):

The entrepreneurship course aims to develop entrepreneurship skills; To provide university students with the necessary skills and knowledge that qualify them for success in establishing entrepreneurial projects.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	E-learning	15	100%
3	Hybrid • Traditional classroom • E-learning		
4	Distance learning		

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	**Lectures**	15
2.	**Laboratory/Studio**	
3.	**Field**	
4.	**Tutorial**	
5.	**Others (specify)**	
Total		15

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	Knowledge of the basics and principles of entrepreneurship and its practical applications.		Coaching and counselling inside and outside the classroom.	- Middle-term exam - Evaluation of activities and duties
1.2	Learn about the concepts associated with the operational, marketing and financial plan.		-Survey method -Discovery method	-The final test -Evaluation of activities and duties
1.3	Learn about the characteristics of an effective presentation.		Discussion and dialogue during the presentation	Observe the student's performance in the presentation
1.4	Preparing the project represented by the feasibility study		Field work	The project
2.0	Skills			
2.1	Acquire the skills of critical and creative thinking		Cooperative and group education (team work) through generating ideas and innovations	The project (pioneering project idea)
2.2	Acquire the skills of generating and developing business ideas and applying them on the ground.		- Brainstorming/generating ideas. -Participate in developing the business plan. - -Practical application of skills.	Students' performance in preparing the project (feasibility study)
2.3	Acquire feasibility study preparation skills, including: marketing plan, operating plan, and financial financing plan.		Cooperative and group learning. -Case study/problem solving. -Class discussion.	Evaluating the written and final form of the business plan (project).
2.4	Acquire the presentation skills for the pilot project.		The presentation	Observing the students' performance during the presentation
3.0	Values, autonomy, and responsibility			
3.1	Mastery: completing the assigned work with the required accuracy.		Case study by collecting field data for the project through generating entrepreneurial ideas.	Evaluating class activities and assignments and preparing a feasibility study

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
3.2	Discipline: The student must adhere to the work rules in the course.		Collaborative learning	Evaluation of the business plan (project).
3.3	Working in a teamwork: The student cooperates with his colleagues in completing group activities.		Cooperative learning - discussion and dialogue	Evaluation of the business plan (project).

C. Course Content

No	List of Topics	Contact Hours
1	Introduction of Entrepreneurship	1
2	Definition of Entrepreneurship	1
3	Entrepreneurship and small Business	1
4	Generate Idea for Entrepreneurial Projects	1
5	The kingdom and Entrepreneurship	1
6	Marketing Plan	1
7	**Operation Plan**	1
8	**Financial Plan**	1
9	**Business Plan and Business model**	1
10	**Presentation Skills of Entrepreneurial Project**	1
11	Design presentation and presentation of the idea of the pilot project	1
12	**Business Environment for Entrepreneurial Projects**	1
13	**The technological environment for Entrepreneurial Projects**	1
14	**Financial Support institutions In KSA**	1
15	General Review	1
	Total	15

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1	**Semester work**		
	1. Mid – test	7-8	20 %
	2. Participation: Assessment of activities and duties	All Semester	10%
	3. Evaluation of the business plan	3-12	15%
	4. Project presentation	7-12	5%
2	**Final test**	15-16	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	المشتركة الأولى السنة عمادة. (2023). *الأعمال ريادة*. ط11، دار نشر جامعة الملك سعود.

Supportive References	-المبيريك، وفاء؛ والشميمري، أحمد .(2023) ***ريادة الأعمال***. الرياض :مكتبة العبيكان. –المبيريك، وفاء؛ والشميمري، أحمد .(2010) ***مبادئ ريادة الأعمال***. الرياض :مكتبة العبيكان. -Marcus Buckingham and Donald O. Clifton, (2010) ***Now Discover Your Strengths ISBN***: 0-7432-0114-0
Electronic Materials	- Lemonade Stand (business software (- Micro-business (business software(
Other Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Special for attendance and office hours: and enrichment: Classroom lecture halls, including: - Smart boards. - Chairs and tables in the form of groups of 40-44 students for seven groups in one classroom.
Technology equipment (projector, smart board, software)	-Distance Learning / Blackboard / LMS - Imodium: a computer with high-speed internet for the trainer, and the students use it for project presentations, with MS Office loaded on it. - Electronic display device (Data show)
Other equipment (depending on the nature of the specialty)	

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	-The students -Course coordinator - Head of Department	Trainer evaluations are carried out electronically at the end of each semester in an indirect manner.
Effectiveness of students assessment	-Head of Department -Course coordinator -Course instructors	- Evaluation system for trainers by students through direct electronic evaluation. Course evaluation forms by instructors and students directly.
Quality of learning resources	Students - Faculty - Experts from the Entrepreneurship Institute	- Individual student survey forms at the end of each semester directly.
The extent to which CLOs have been achieved	-Head of Department -Course coordinator -Course instructors	- Tests and performance monitoring directly.

Assessment Areas/Issues	Assessor	Assessment Methods
		Forming committees and preparing questionnaires and workshops directly Transforming the entrepreneurial idea into reality by following up and mobilizing the business model and supporting projects by supporters in an indirect way.
Other		

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Experts from the Entrepreneurship Institute، Others (specify)

Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	Self-Development Skills DEPARTMENT
REFERENCE NO.	**2**
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