هيئة تقويم التعليم والتدريب
Education & Training Evaluation Commission

اعتماد
NCAAA

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:	**1446**
Last Revision Date:	**27/8/2024**

هيئة تقويم التعليم والتدريب
Education & Training Evaluation Commission

Table of Contents:

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

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 exam - 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	4
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/generating 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 ac and assignment 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 Total Assessment Score
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

Essential References	ريادة الأعمال، ط11، دار نشر جامعة الملك سعود (2023). عمادة السنة الأولى المشتركة.
Supportive References	، 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
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 4 students for seven groups in one classroom.
Technology equipment (projector, smart board, software)	-Distance Learning / Blackboard / LMS - Imodium: a computer with high-speed intern 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

Assessment Areas/Issues	Assessor	Assessment Meth
iveness of teaching	-The students -Course coordinator	Trainer evaluations a carried out electronica

		- Head of Department	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 by instructors and students directly.
Quality of learning resources		-Head of Department -Course coordinator -Course instructors	- Individual student survey forms at the end of the semester directly.
The extent to which CLOs have been achieved		-Head of Department -Course coordinator -Course instructors	- Tests and performance monitoring directly. Forming committees and preparing questionnaires and workshops directly. Transforming entrepreneurial ideas to reality by following up, mobilizing the business model and support projects by supporters in an indirect way.
Other			

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)
Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	**Self-Development Skills DEPARTMENT**
REFERENCE NO.	Session (2)
DATE	3 Sep. 2024

C. Course Content	5
D. Student Assessment Activities	5
E. Learning Resources and Facilities	6
1. References and Learning Resources	6
2. Required Facilities and Equipment	6
F. Assessment of Course Qualit	6

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 / 2023 1445 -

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
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
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	عمادة السنة الأولى المشتركة. (2023). ريادة الأعمال، ط11، دار نشر جامعة الملك سعود.
Supportive References	-الميريك، وفاء؛ والشميمري، أحمد. (2023). ريادة الأعمال. الرياض: مكتبة العبيكان. -الميريك، 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.

Items	Resources
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	-Head of Department -Course coordinator -Course instructors	- 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. 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, Others (specify)
Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	Self-Development Skills DEPARTMENT
REFERENCE NO.	Session (2)

DATE	3 Sep. 2024