



Course Specifications

Course Title:	Entrepreneurship
Course Code:	ENT 101
Program:	BA
Department:	Self-Development Skills
College:	Common First Year
Institution:	King Saud University

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A. Course Identification

1. Credit hours: 1 hour
2. Course type
a. University <input checked="" type="checkbox"/> College <input type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: Common First Year/2022-2023
4. Pre-requisites for this course (if any): NON
5. Co-requisites for this course (if any): NON

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	-	
2	Blended	-	
3	E-learning	-	
4	Distance learning	10	100%
5	Other	-	

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	10
2	Laboratory/Studio	
3	Tutorial	
4	Others (Office hours)	4
	Total	14

B. Course Objectives and Learning Outcomes

1. Course 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

2. Course Main Objective

Entrepreneurship course aims to develop the skills and knowledge related to entrepreneurship; to provide the university student with the necessary skills that qualify him to succeed in the establishment of entrepreneurship.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Knowledge of the basics and principles of entrepreneurship and its practical applications.	1:1:1
1.2	Acquire planning and organizational skills to create commercial business.	2:1:1
1.3	Learn about the features of entrepreneur .	5:1:1
1.4	Learn about the importance of the small and medium projects and knowing the faced obstacles with evaluation	2:2:1
1.5	Evaluating entrepreneurial ideas and the sources of obtaining them	3:5:2
1.6	Knowing the concepts related to the operational, marketing and financial plan.	6:1:1
1.7	Gain the necessary knowledge for the marketing mix.	2:3:2
1.8	Learn the elements of a business model.	1:5:2
1.9	knowing about the external business environment for entrepreneurial projects.	2:8:3
1.10	Acquire technological environmental concepts for entrepreneurial projects.	2:9:3
1.11	Learn about the characteristics of the active introducing presentation	2:10:3
1.12	Learn about support programs for pioneering projects in the Saudi economy..	2:12:3
2	Skills :	
2.1	Acquire the skills of critical and creative thinking	2:3:2
2.2	Acquire skills creating potential opportunities for business development.	1:5:2
2.3	Acquire the skills of generating and developing business ideas and applying them on the ground.	1:6:2
2.4	Acquire feasibility study preparation skills, including: marketing plan, operating plan, and financial financing plan.	1:7:2
2.5	Acquire business language skills.	3:8:3
2.6	Acquire the presentation skills for the pilot project.	2:8:3
3	Values	
3.1	Develop values related to successful teamwork by improving student performance and high participation	1:11:3
3.2	Instilling the spirit of individual and collective responsibility for the team's success in presenting an integrated business project.	2:11:3
3.3	The student's commitment to scientific honesty, and the ethics of project preparation represented in economic feasibility.	3:11:3
3.4	The student shares his ideas with his colleagues, and presents the skills he possesses to serve the team.	1:10:3

C. Course Content

No	List of Topics	Contact Hours
1	- Introduction of Entrepreneurship -Definition of Entrepreneurship-	1
2	Entrepreneurship and small Business	1
3	Generate Idea for Entrepreneurial Projects	1
4	The kingdom and Entrepreneurship	1
5	Marketing Plan	1
6	-Operation Plan Financial Plan-	1
7	- Business Plan and Business model -Presentation Skills of Entrepreneurial Project	1
8	Business Environment for Entrepreneurial Projects	1
9	The technological environment for Entrepreneurial Projects	1
10	Financial Support institutions In KSA	1
Total		10

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Knowledge of the basics and principles of entrepreneurship and its practical applications.	Coaching and counselling inside and outside the classroom.	Multiple choice exams. Graded Activities. Graded Business Plan preparation process. Graded Activities.
1.2	Acquire planning and organizational skills to create commercial business.	Discovery in teaching concepts.	
1.3	Learn about the features of entrepreneur .	Practical application.	
1.4	Learn about the importance of the small and medium projects and knowing the faced obstacles with evaluation	Extension activities/case study investigation	
1.5	Evaluating entrepreneurial ideas and the sources of obtaining them	Discover concepts	
1.6	Knowing the concepts related to the operational, marketing and financial plan.	Cooperative Education	
1.7	Gain the necessary knowledge for the marketing mix.	Practical application field work	
1.8	Learn the elements of a business model.	Discovery in teaching concepts.	
1.9	knowing about the external business environment for entrepreneurial projects.	Extension activities/case study investigation	

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.10	Acquire technological environmental concepts for entrepreneurial projects.	Cooperative Education	
	Learn about the characteristics of the active introducing presentation	Practical application field work	
	Learn about support programs for pioneering projects in the Saudi economy..	Discovery in teaching concepts.	
2.0	Skills		
2.1	Acquire the skills of critical and creative thinking		
2.2	Acquire skills creating potential opportunities for business development.		
2.3	Acquire the skills of generating and developing business ideas and applying them on the ground.	Through innovation classes/workshops, teach the skills of creating something new and different and develop the resulting ideas.	-Evaluation of the presentation and written form of the business ideas and preferred business idea selection.
2.4	Acquire feasibility study preparation skills, including: marketing plan, operating plan, and financial financing plan.	Brain storming. Business plan development. Discussion	- Evaluation of the presentation and written form of the feasibility study.
2.5	Acquire business language skills.		
26	Acquire the presentation skills for the pilot project.		
3.0	Values		
3.1	Develop values related to successful teamwork by improving student performance and high participation	Field data collection.	Evaluation of activities.
3.2	Instilling the spirit of individual and collective responsibility for the team's success in presenting an integrated business project.	Interaction and in class activities.	Evaluation of the presentation and written form of the feasibility study.
3.3	The student's commitment to scientific honesty, and the ethics of project preparation represented in economic feasibility.	Field data collection.	Project preparation (feasibility study for the pilot project)
3.4	The student shares his ideas with his colleagues, and presents the skills he possesses to serve the team.	Brainstorming - cooperative learning - peer learning - discussion and dialogue	Feasibility study

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Mid – test	5-6	% 20
2	Final test	11-12	50 %
3	Participation: Assessment of activities and duties	All Semester	10 %
4	. Evaluation of the business plan	3-8	20 %
5	Project presentation		

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- To prepare a schedule of office hours for instructors.
 - The declaration of this table on the website of Deanship.
 - Posting the schedule on the doors of instructor's offices.
- Weekly 8 hours per instructor, minimum 1 hour daily

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	
Essential References Materials	Ahmed Shememry, Entrepreneurship, Alsheqoury, 2010.
Electronic Materials	-Be an Entrepreneur, Pilot Edition, 2010, Riyadh, KSU -Harvard Business Review -Business Week -The Economist -The Wall Street Journal
Other Learning Materials	- Lemonade Stand (business software). Micro-business (business software).

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	40Lecture rooms with Smart Boards and whiteboards for people with large worktables for teams.
Technology Resources (AV, data show, Smart Board, software, etc.)	Computers with English interface and high speed internet access (for the instructor) loaded with MS Office. Data show.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	---

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Content	-Head of Department - Coordinator of the course	End-of-course individual student feedback form.
Evaluation of student projects	- Trainers - Coordinator of the course	Form committees from Trainers
Evaluation of Trainers	-The students - Coordinator of the course - Head of Department	A clear and transparent teacher/course E-Assessment process for students and management.

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	Self-Development Skills Department
Reference No.	26
Date	1443/11/2 H