

Planning and Quality Assurance Affairs

Form (A)

Course Specifications

General Information

Course name	Entrepreneurship
Course number	EBUS4330
Faculty	
Department	
Course type	Major Needs
Course level	4
Credit hours (theoretical)	3
Credit hours (practical)	0
Course Prerequisites	

Course Objectives

1 - •	The practice of becoming entrepreneurial.
2 - •	Using creativity and creative thinking to generate and develop opportunities
3 - •	The development of entrepreneurial ways of thinking and doing; and,
4 - •	The exploitation of opportunities in the achievement of value.
5 - •	Discuss personal views and opinions of the need for developing entrepreneurial values, attitudes, behaviors and skills.
6 - •	Identify and describe options for initiating entrepreneurial action in order to address a complex social or economic problem or market need,

Intended Learning Outcomes

Knowledge and Understanding	* • Discuss personal views and opinions of the need for developing entrepreneurial values, attitudes, behaviors and skills.
	* • Identify and describe options for initiating entrepreneurial action in order to address a complex social or economic problem or market need,
	* • Reflect on personal experience of entrepreneurial practice,
Intellectual Skills	* • Explain the complex interactions between social and professional skills and behaviors demonstrated by the
Professional Skills	* • Reflect on personal experience of entrepreneurial practice,
	* • Display critical thinking skills.

Course Contents

1 - •	Introduction to the module – what we mean by enterprise, creativity, and the entrepreneurial mindset • Introduction to reflective practice, skills for planning, and presentation skills • Alternative entrepreneurial role models • What kind of an entrepreneur are you? Introduction to reflective practice • The role of relationships in the entrepreneurial project • What it means to be entrepreneurial • Creativity and the first steps to getting started • Getting off the ground – starting up • The role of the client – ‘who needs my idea?’ • People skills – relationships, negotiation, selling, and collaborating • Coping with failure – learning to be resilient • Entrepreneurial Leadership • Continuous Improvement – the quality cycle
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Students Assessment

<u>Assessment Method</u>	<u>TIME</u>	<u>MARKS</u>
Midterm Exam		
Business Plan		

Books and References

Essential books	New York, NY: Business Expert Press 2018Entrepreneurship / Alan S. Gutterman.
Recommended books	Entrepreneurship / Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd. Description: Tenth edition.