



## Course Specification of Entrepreneurial Skills

| I. Course Identification and General Information: |  |                               |           |          |         |       |
|---|--|-------------------------------|-----------|----------|---------|-------|
| 1   | Course Title:  | <i>Entrepreneurial skills</i> |           |          |         |       |
| 2   | Course Number & Code:                                  | FR 74                         |           |          |         |       |
| 3   | Credit hours:  | C.H                           |           |          |         | Total |
|   |  | Theoretical                   | Practical | Training | Seminar |       |
|   |  | 2                             |           |          |         | 2     |
| 4   | Study level/ semester at which this course is offered: | Level 4 /Semester 7           |           |          |         |       |
| 5   | Pre –requisite (if any):                               | None                          |           |          |         |       |
| 6   | Co –requisite (if any):                                | None                          |           |          |         |       |
| 7   | Program (s) in which the course is offered:            | All programs                  |           |          |         |       |
| 8   | Language of teaching the course:                       | English and Arabic            |           |          |         |       |
| 9   | Location of teaching the course:                       | Faculty of Languages          |           |          |         |       |
| 10  | Prepared by:   | Dr. Moneer Hasan Saif         |           |          |         |       |
| 11  | Date of approval:                                      |                               |           |          |         |       |

| II. Course description:   |
|---|
| This course introduces students to the concept of entrepreneurship which is related to their future careers. It assists students to know about the possibilities, the challenges, and the rewards of owning a business. The course also provides students with the tools they need to be successful in their future projects. |

| III. Intended learning outcomes (ILOs) of the course:  |   |     |  |
|--|---|-----|--|
| (A) Knowledge and Understanding:   |   |     |  |
| Alignment Course Intended Learning Outcomes (CILOs) to Program Intended Learning Outcomes (PILOs) in: Knowledge and Understanding. |   |     |  |
| Program Intended Learning Outcomes (Sub-PILOs) in:<br>Knowledge and Understanding  | Course Intended Learning Outcomes (CILOs) in:<br>Knowledge and Understanding  |     |  |
| After completing this program, students will be able to:   | After completing in the course, students will be able to:   |     |  |
| A5-  | Demonstrate an informed understanding of the social, pragmatic and functional uses of language in various contexts in society, including projects | a1- | Demonstrate understanding of the language used in the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures. |

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### Teaching and Assessment Methods for Achieving Learning Outcomes:

Alignment Learning Outcomes of Knowledge and Understanding to Teaching and Assessment Methods:

| Course Intended Learning Outcomes (CILOs) in Knowledge and Understanding  | Teaching strategies/methods to be used  | Methods of assessment   |
|---|---|---|
| <p>After completing in the course, students will be able to:</p> <p>a1- Demonstrate understanding of the language used in the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures</p> | <ul style="list-style-type: none"> <li>▪ Interactive lectures.</li> <li>▪ Tutorials</li> <li>▪ PowerPoint Slides</li> <li>▪ Videos/ Case studies</li> </ul> | <ul style="list-style-type: none"> <li>▪ Achievement Tests</li> <li>▪ Quizzes</li> <li>▪ Assignments</li> </ul> |

### (B) Intellectual Skills:

Alignment Course Intended Learning Outcomes (CILOs) to Program Intended Learning Outcomes (PILOs) in: Intellectual skills

| Program Intended Learning Outcomes (Sub-PILOs) in Intellectual skills   | Course Intended Learning Outcomes (CILOs) of Intellectual Skills  |
|---|---|
| <p>After completing this program, students will be able to:</p> <p>B3- Explain critical thinking and problem solving skills within the subject paradigm, encompassing close reading of texts as well as life-related projects</p> | <p>After completing in the course, students will be able to:</p> <p>b1- Specify the basic performance indicators of entrepreneurial activity, using specialized language.</p> |

### Teaching And Assessment Methods For Achieving Learning Outcomes:

Alignment Learning Outcomes of Intellectual Skills to Teaching Methods and Assessment Methods:

| Course Intended Learning Outcomes (CILOs) in Intellectual Skills.   | Teaching strategies/methods to be used  | Methods of assessment   |
|---|---|---|
| <p>After completing in the course, students will be able to:</p> <p>b1- Specify the basic performance indicators of entrepreneurial activity, using specialized language.</p> | <ul style="list-style-type: none"> <li>▪ Interactive lectures.</li> <li>▪ Tutorials</li> <li>▪ PowerPoint Slides</li> <li>▪ Videos/ Case studies</li> </ul> | <ul style="list-style-type: none"> <li>▪ Achievement Tests</li> <li>▪ Quizzes</li> <li>▪ Assignments</li> </ul> |

### (C) Professional and Practical Skills:

Alignment Course Intended Learning Outcomes (CILOs) to Program Intended Learning Outcomes (PILOs) in: Professional and Practical Skills

| Program Intended Learning Outcomes (Sub- | Course Intended Learning Outcomes |
|--|-----------------------------------|
|--|-----------------------------------|

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| PILOs) in Professional and Practical Skills              |  | (CILOs) in Professional and Practical Skills              |  |
|--|--|---|--|
| After completing this program, students will be able to: |  | After completing in the course, students will be able to: |  |
| C6-  | Plan and execute a small research project with minimal supervision, involving the collection and analysis of suitable data according to research ethical requirements as well as life-related projects | c1-   | Apply entrepreneurial skills to identify the problems, test hypotheses about those problems, and build a unique solution that addresses the opportunity. |
| C3-  |  | c2-   | Develop novel and unique approaches to market opportunities.   |

### Teaching and Assessment Methods for Achieving Learning Outcomes:

| Alignment Learning Outcomes of Professional and Practical Skills to Teaching and Assessment Methods:   |   |  |
|--|---|--|
| Course Intended Learning Outcomes (CILOs) in Professional and Practical Skills   | Teaching strategies/methods to be used  | Methods of assessment  |
| After completing in the course, students will be able to:  | <ul style="list-style-type: none"> <li>- Classroom discussions.</li> <li>- Group and pair work</li> <li>- Problem solving</li> <li>- Brainstorming</li> <li>- Simulation</li> </ul> | <ul style="list-style-type: none"> <li>- Written examinations.</li> <li>- Oral assessment and feedback</li> <li>- Practical Assignments</li> </ul> |
| c1- Apply entrepreneurial skills to identify the problems, test hypotheses about those problems, and build a unique solution that addresses the opportunity. |   |  |
| c2- Develop novel and unique approaches to market opportunities.   |   |  |

### (D) General / Transferable Skills:

| Program Intended Learning Outcomes (PILOs) in General / Transferable skills               |   | Course Intended Learning Outcomes (CILOs) in General / Transferable skills |  |
|---|---|--|--|
| After completing this program, students will be able to:                                  |   | After completing in the course, students will be able to:                  |  |
| D3-   | Utilize Information Communication Technologies (ICTs) to enhance their critical and analytical skills in English language and literature as well as in life-related projects. | d1-  | Present successful work collaboration and division of tasks in a multidisciplinary and multicultural team. |
|   |   | d2   | Communicate effectively using IT to work with others and build their business.                             |
|   |   | d3   | Build relationships with people in the market in order to enhance his image.                               |
| Teaching and Assessment Methods for Achieving Learning Outcomes:                          |   |  |  |
| Alignment Learning Outcomes of General and Transferable skills to Teaching and Assessment |   |  |  |

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| Methods:   |   |  |
|--|---|--|
| Course Intended Learning Outcomes (CILOs) in General and Transferable Skills                                   | Teaching strategies/methods to be used  | Methods of assessment  |
| After completing in the course, students will be able to:  | <ul style="list-style-type: none"> <li>- Classroom discussions.</li> <li>- Group and pair work</li> <li>- Problem solving</li> <li>- Brainstorming</li> <li>- Simulation</li> </ul> | <ul style="list-style-type: none"> <li>- Written examinations.</li> <li>- Oral assessment and feedback</li> <li>- Practical Assignments</li> </ul> |
| d1- Present successful work collaboration and division of tasks in a multidisciplinary and multicultural team. |   |  |
| d2- Communicate effectively using IT to work with others and build their business.                             |   |  |
| d3- Build relationships with people in the market in order to enhance his image.                               |   |  |

| IV. Course Content:      |  |                               |                |                 |               |
|--------------------------|--|-------------------------------|----------------|-----------------|---------------|
| 1 – Course Topics/Items: |  |                               |                |                 |               |
| a – Theoretical Aspect   |  |                               |                |                 |               |
| No                       | Topic List / Units   | CILOs (symbols)               | Sub-topic List | Number of weeks | Contact hours |
| 1                        | The Foundations of Entrepreneurship                              | a1,b1,                        |                | 1               | 2             |
| 2                        | Ethics and Social Responsibility: Doing the Right Thing          | a1,b1,                        |                | 1               | 2             |
| 3                        | Inside the Entrepreneurial Mind: From Ideas to Reality           | a1,b1,                        |                | 1               | 2             |
| 4                        | Conducting a Feasibility Analysis and Designing a Business Model | a1,b1,<br>c1,c2               |                | 2               | 4             |
| 5                        | Crafting a Business Plan and Building a Solid Strategic Plan     | a1,b1,<br>c1,c2               |                | 2               | 4             |
| 6                        | Franchising and the Entrepreneur                                 | a1,b1,<br>c1,c2, d1,<br>d2    |                | 1               | 2             |
| 7                        | Building a Powerful Bootstrap Marketing Plan                     | a1,b1,<br>c1,c2, d1,<br>d2,d3 |                | 1               | 2             |
| 8                        | E-Commerce and the Entrepreneur                                  | a1,b1,<br>c1,c2, d1,<br>d2    |                | 1               | 2             |
| 9                        | Pricing and Credit Strategies                                    | a1,b1,<br>c1,c2, d1,<br>d2    |                | 1               | 2             |
| 10                       | Creating a Successful Financial Plan and managing                | a1,b1,                        |                | 1               | 2             |

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|  |  |                         |  |           |           |
|--|--|-------------------------|--|-----------|-----------|
|  | Cashflow   | c1,c2, d1, d2           |  |           |           |
| 11   | Building a New Venture Team and Planning for the Next Generation | a1,b1, c1,c2, d1, d2    |  | 1         | 2         |
| 12   | Group presentations  | a1,b1, c1,c2, d1, d2,d3 |  | 1         | 2         |
| <b>Number of Weeks /and Units Per Semester</b> |  |                         |  | <b>14</b> | <b>28</b> |

### b- Training Aspect:

| Order  | Training Tasks | CILOs (symbols) | Number of weeks | Contact hours |
|--|----------------|-----------------|-----------------|---------------|
| 1  |                |                 |                 |               |
| <b>Number of Weeks /and Units Per Semester</b> |                |                 | <b>5</b>        | <b>15</b>     |

### V. Teaching strategies of the course:

- Interactive lectures.
- Tutorials
- PowerPoint Slides
- Videos/ Case studies
- Classroom discussions.
- Group and pair work
- Problem solving
- Brainstorming
- Simulation

### 3-Assessment Methods:

- Achievement Tests
- Quizzes
- Assignments
- Written examinations.
- Oral assessment and feedback
- Practical Assignments

### I. Assignments:

| No | Assignments  | Aligned CILOs (symbols) | Week Due | Mark      |
|----|--|-------------------------|----------|-----------|
| 1  | Conduct a short feasibility analysis                     | a1; a2                  | 4        | 3         |
| 2  | Develop a simple business model                          | a1; a2; b1; c1          | 5        | 3         |
| 3  | Develop a business plan                                  | a1; a2; b1; c1; d1;d2   | 6        | 3         |
| 4  | Create a marketing plan                                  | a1; a2; b1; c1; d1;d2   | 11       | 3         |
| 6  | Prepare a presentation on creating a new venture (Group) | a1; a2; b1; c1; d1;d2   | 14&15    | 8         |
|    | <b>Total</b>   |                         |          | <b>20</b> |

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## VI. Schedule of Assessment Tasks for Students During the Semester:

| No. | Assessment Method             | Week Due | Mark       | Proportion of Final Assessment | Aligned Course Learning Outcomes (CILOs symbols) |
|-----|-------------------------------|----------|------------|--------------------------------|--|
| 1   | Assignments and presentations | 4-15     | 20         | 20%                            | a1,b1, c1,c2, d1, d2,d3                          |
| 3   | Mid-semester exam             | 8        | 20         | 20%                            | a1,b1, c1,c2                                     |
| 5   | Final Exam                    | 16       | 60         | 60%                            | a1,b1, c1,c2                                     |
|     | <b>Total</b>                  |          | <b>100</b> | <b>100%</b>                    |  |

## VII. Learning Resource (MLA style or APA style)s:

### 1- Required Textbook(s) ( maximum two )

- Scarborough, N. M. & Cornwall, J. R. (2015). *Essentials of Entrepreneurship and Small Business Management*. Pearson Education.

### 2- Recommended Readings and Reference Materials

معهد البحوث والاستشارات بجامعة جدة (١٤٢٩ هـ). مهارات ريادة الأعمال. الشقري للنشر وتقنية المعلومات. الرياض. المملكة العربية السعودية.

### 3- Essential References

### 4- Electronic Materials and Web Sites etc.

<https://www.indeed.com/career-advice/career-development/entrepreneurial-skills>  
[https://www.mindtools.com/pages/article/newcdv\\_76.htm](https://www.mindtools.com/pages/article/newcdv_76.htm)  
<https://franchise.wearejeff.com/news/entrepreneurial-skills-10-essential-skills-you-need-to-succeed>  
[https://eduschool40.blog/2020/01/21/www.educationalcommunity.net/2020/01/1440\\_21.html](https://eduschool40.blog/2020/01/21/www.educationalcommunity.net/2020/01/1440_21.html)

### 5- Other Learning Material:

-

## IX. Course Policies: (Based on the Uniform Students' Bylaw (2007))

### Class Attendance:

Class Attendance is mandatory. A student is considered absent and shall be banned from taking the final exam if his/her absence exceeds 25% of total classes.

### Tardiness:

A student will be considered late if he/she is not in class after 10 minutes of the start time of class.

### Exam Attendance/Punctuality:

No student shall be allowed to the exam hall after 30 minutes of the start time, and shall not leave the hall before half of the exam time has passed.

### Assignments & Projects:

Assignments and projects must be submitted on time. Students who delay their assignments or projects

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shall lose the allocated mark.

**Cheating:**

Cheating is an act of fraud that results in the cancelation of the student's exam or assignment. If it takes place in a final exam, the Uniform Students' Bylaw (2007) shall apply.

**Forgery and Impersonation:**

Forgery/Impersonation is an act of fraud that results in the cancelation of the student's exam, assignment or project. If it takes place in a final exam, the Uniform Students' Bylaw (2007) shall apply.

**Other policies:**

The University official regulations in force will be strictly observed and students shall comply with all rules and regulations of the examination set by the Department, Faculty and University Administration.

| اللجنة الإشرافية: |                     |                                     |         |
|-------------------|---------------------|-------------------------------------|---------|
| م                 | الاسم               | الصفة الوظيفية                      | التوقيع |
| ١                 | د/ عباس مطهر        | نائب العميد للدراسات العليا         |         |
| ٢                 | أ.م.د/ أحمد مجاهد   | نائب عميد مركز التطوير وضمان الجودة |         |
| ٣                 | أ.د/ إبراهيم المطاع | نائب رئيس الجامعة للشؤون الأكاديمية |         |

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## Course Plan of Entrepreneurial Skills

### I. - Information about Faculty Member Responsible for the Course:

|                          |                       |              |     |     |     |     |     |
|--------------------------|-----------------------|--------------|-----|-----|-----|-----|-----|
| Name of Faculty Member   | Dr. Moneer Hasan Saif | Office Hours |     |     |     |     |     |
| Location & Telephone No. |                       | SAT          | SUN | MON | TUE | WED | THU |
| E-mail                   |                       |              |     |     |     |     |     |

### II. Course Identification and General Information:

|     |   |                        |         |     |        |       |  |
|-----|---|------------------------|---------|-----|--------|-------|--|
| 1-  | Course Title:                                     | Entrepreneurial Skills |         |     |        |       |  |
| 2-  | Course Number & Code:                             | FR 74                  |         |     |        |       |  |
| 3-  | Credit hours:                                     | C.H                    |         |     |        | Total |  |
|     |   | Th.                    | Seminar | Pr. | F. Tr. |       |  |
|     |   | 2                      | -       | -   |        | 2     |  |
| 4-  | Study level/year at which this course is offered: | 4th Level              |         |     |        |       |  |
| 5-  | Pre –requisite (if any):                          | None                   |         |     |        |       |  |
| 6-  | Co –requisite (if any):                           | None                   |         |     |        |       |  |
| 7-  | Program (s) in which the course is offered        | All programs           |         |     |        |       |  |
| 8-  | Language of teaching the course:                  | English and Arabic     |         |     |        |       |  |
| 9-  | System of Study:                                  | Regular                |         |     |        |       |  |
| 10- | Mode of delivery:                                 | Interactive Lectures   |         |     |        |       |  |
| 11- | Location of teaching the course:                  | Faculty of Languages   |         |     |        |       |  |

### III. Course Description:

This course introduces students to the concept of entrepreneurship which is related to their future careers. It assists students to know about the possibilities, the challenges, and the rewards of owning a business. The course also provides students with the tools they need to be successful in their future projects.

### IV. Intended learning outcomes (ILOs) of the course:

After completing this course, students will be able to:

- 1- Demonstrate understanding of the language used in the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.
- 2- Specify the basic performance indicators of entrepreneurial activity, using specialized language.
- 3- Apply entrepreneurial skills to identify the problems, test hypotheses about those problems, and build a unique solution that addresses the opportunity.
- 4- Develop novel and unique approaches to market opportunities.
- 5- Present successful work collaboration and division of tasks in a multidisciplinary and multicultural team.
- 6- Communicate effectively using IT to work with others and build their business.

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7- Build relationships with people in the market in order to enhance his image.

## V. Course Content:

### A – Theoretical Aspect:

| No   | Topics List  | Week Due         | Contact Hours |
|--|--|------------------|---------------|
| 1  | The Foundations of Entrepreneurship                              | 1 <sup>st</sup>  | 2             |
| 2  | Ethics and Social Responsibility: Doing the Right Thing          | 2 <sup>nd</sup>  | 2             |
| 3  | Inside the Entrepreneurial Mind: From Ideas to Reality           | 3 <sup>rd</sup>  | 2             |
| 4  | Conducting a Feasibility Analysis                                | 4 <sup>th</sup>  | 2             |
| 5  | Designing a Business Model                                       | 5 <sup>th</sup>  |               |
| 6  | Crafting a Business Plan   | 6 <sup>th</sup>  | 2             |
| 7  | Building a Solid Strategic Plan                                  | 7 <sup>th</sup>  |               |
| 8  | <b>Mid-Term Exam</b>   | 8 <sup>th</sup>  | 2             |
| 9  | Franchising and the Entrepreneur                                 | 9 <sup>th</sup>  | 2             |
| 10   | Building a Powerful Bootstrap Marketing Plan                     | 10 <sup>th</sup> | 2             |
| 11   | E-Commerce and the Entrepreneur                                  | 11 <sup>th</sup> | 2             |
| 12   | Pricing and Credit Strategies                                    | 12 <sup>th</sup> | 2             |
| 13   | Creating a Successful Financial Plan and managing Cashflow       | 13 <sup>th</sup> | 2             |
| 14   | Building a New Venture Team and Planning for the Next Generation | 14 <sup>th</sup> | 2             |
| 15   | <b>Group Presentations</b>                                       | 15 <sup>th</sup> | 2             |
| 16   | <b>Final Exam</b>  | 16 <sup>th</sup> | 2             |
| <b>Number of Weeks /and Units Per Semester</b> |  | <b>16</b>        | <b>32</b>     |

### b- Training Aspect:

| Order  | Training Tasks | Week Due | Contact hours |
|--|----------------|----------|---------------|
| 1  |                |          |               |
| <b>Number of Weeks /and Units Per Semester</b> |                | <b>5</b> | <b>15</b>     |

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## VI. Teaching strategies of the course:

- Interactive lectures.
- Tutorials
- PowerPoint Slides
- Videos/ Case studies
- Classroom discussions.
- Group and pair work
- Problem solving
- Brainstorming
- Simulation

## VII. Assessment Methods:

- Achievement Tests
- Quizzes
- Assignments
- Written examinations.
- Oral assessment and feedback
- Practical Assignments

## Assignments:

| No | Assignments  | Week Due | Mark |
|----|--|----------|------|
| 1  | Conduct a short feasibility analysis                     | 4        | 3    |
| 2  | Develop a simple business model                          | 5        | 3    |
| 3  | Develop a business plan                                  | 6        | 3    |
| 4  | Create a marketing plan                                  | 11       | 3    |
| 6  | Prepare a presentation on creating a new venture (Group) | 14&15    | 8    |
|    | Total  |          | 20   |

## Schedule of Assessment Tasks for Students During the Semester:

| No. | Assessment Method             | Week Due | Mark | Proportion of Final Assessment |
|-----|-------------------------------|----------|------|--------------------------------|
| 1   | Assignments and presentations | 4-15     | 20   | 20%                            |
| 3   | Mid-semester exam             | 8        | 20   | 20%                            |
| 5   | Final Exam                    | 16       | 60   | 60%                            |
|     | Total                         |          | 100  | 100%                           |

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| VIII. Learning Resource (MLA style or APA style)s:   |  |
|--|--|
| <b>1-</b>  | <b>Required Textbook(s) ( maximum two )</b>  |
|  | <ul style="list-style-type: none"> <li>Scarborough, N. M. &amp; Cornwall, J. R. (2015). <i>Essentials of Entrepreneurship and Small Business Management</i>. Pearson Education.</li> </ul>   |
| <b>2-</b>  | <b>Recommended Readings and Reference Materials</b>  |
|  | معهد البحوث والاستشارات بجامعة جدة (١٤٢٩ هـ). مهارات ريادة الأعمال. الشقري للنشر وتقنية المعلومات. الرياض. المملكة العربية السعودية.   |
| <b>3-</b>  | <b>Essential References</b>  |
| <b>4-</b>  | <b>Electronic Materials and Web Sites etc.</b>   |
|  | <a href="https://www.indeed.com/career-advice/career-development/entrepreneurial-skills">https://www.indeed.com/career-advice/career-development/entrepreneurial-skills</a><br><a href="https://www.mindtools.com/pages/article/newcdv_76.htm">https://www.mindtools.com/pages/article/newcdv_76.htm</a><br><a href="https://franchise.wearejeff.com/news/entrepreneurial-skills-10-essential-skills-you-need-to-succeed">https://franchise.wearejeff.com/news/entrepreneurial-skills-10-essential-skills-you-need-to-succeed</a><br><a href="https://eduschool40.blog/2020/01/21/www.educationalcommunity.net/2020/01/1440_21.html">https://eduschool40.blog/2020/01/21/www.educationalcommunity.net/2020/01/1440_21.html</a> |
| <b>5-</b>  | <b>Other Learning Material:</b>  |
|  | -  |
| IX. Course Policies: (Based on the Uniform Students' Bylaw (2007))   |  |
| <b>Class Attendance:</b>   |  |
| Class Attendance is mandatory. A student is considered absent and shall be banned from taking the final exam if his/her absence exceeds 25% of total classes.  |  |
| <b>Tardiness:</b>  |  |
| A student will be considered late if he/she is not in class after 10 minutes of the start time of class.   |  |
| <b>Exam Attendance/Punctuality:</b>  |  |
| No student shall be allowed to the exam hall after 30 minutes of the start time, and shall not leave the hall before half of the exam time has passed.   |  |
| <b>Assignments &amp; Projects:</b>   |  |
| Assignments and projects must be submitted on time. Students who delay their assignments or projects shall lose the allocated mark.  |  |
| <b>Cheating:</b>   |  |
| Cheating is an act of fraud that results in the cancelation of the student's exam or assignment. If it takes place in a final exam, the Uniform Students' Bylaw (2007) shall apply.                              |  |
| <b>Forgery and Impersonation:</b>  |  |
| Forgery/Impersonation is an act of fraud that results in the cancelation of the student's exam, assignment or project. If it takes place in a final exam, the Uniform Students' Bylaw (2007) shall apply.        |  |
| <b>Other policies:</b>   |  |
| The University official regulations in force will be strictly observed and students shall comply with all rules and regulations of the examination set by the Department, Faculty and University Administration. |  |

عميد مركز التطوير  
أ.م.د/ هدى العماد  
رئيس الجامعة  
أ.د/ القاسم عباس

عميد الكلية  
د/ محمد الناصر

نائب العميد لشؤون الجودة  
أ.م.د/ عبد الحميد الشجاع

رئيس القسم  
أ.م.د/ عدنان الشعيبي