



### 38- Entrepreneurial skills

I. Course Identification and General Information:						
1	Course Title:	Entrepreneurial skills				
2	Course Number & Code:	FR 71				
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: Knowledge and Understanding		Course Intended Learning Outcomes (CILOs) in: 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
After completing in the course, students will be able to:	<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>a1-</b> Demonstrate understanding of the language used in the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures		

(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
After completing this program, students will be able to:	After completing in the course, students will be able to:
<b>B3-</b> Explain critical thinking and problem solving skills within the subject paradigm, encompassing close reading of texts as well as life-related projects	<b>b1-</b> Specify the basic performance indicators of entrepreneurial activity, using specialized language.

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
After completing in the course, students will be able to:	<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>b1-</b> Specify the basic performance indicators of entrepreneurial activity, using specialized language.		

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<b>(C) Professional and Practical Skills:</b>			
Alignment Course Intended Learning Outcomes (CILOs) to Program Intended Learning Outcomes (PILOs) in: Professional and Practical Skills			
Program Intended Learning Outcomes (Sub- PILOs) in Professional and Practical Skills		Course Intended Learning Outcomes (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.
<b>Teaching And Assessment Methods For Achieving Learning Outcomes:</b>			
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.		
<b>(D) General / Transferable Skills:</b>			
Alignment Course Intended Learning Outcomes (CILOs) to Program Intended Learning Outcomes (PILOs) in: General and 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.

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Teaching And Assessment Methods For Achieving Learning Outcomes:		
Alignment Learning Outcomes of General and Transferable skills to Teaching and Assessment 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>
<b>d1-</b> Present successful work collaboration and division of tasks in a multidisciplinary and multicultural team.		
<b>d2-</b> Communicate effectively using IT to work with others and build their business.		
<b>d3-</b> 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, c1,c2		2	4
5	Crafting a Business Plan and Building a Solid Strategic Plan	a1,b1, c1,c2		2	4
6	Franchising and the Entrepreneur	a1,b1, c1,c2, d1, d2		1	2
7	Building a Powerful Bootstrap Marketing Plan	a1,b1, c1,c2, d1, d2,d3		1	2
8	E-Commerce and the Entrepreneur	a1,b1, c1,c2, d1,		1	2

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		d2			
9	Pricing and Credit Strategies	a1,b1, c1,c2, d1, d2		1	2
10	Creating a Successful Financial Plan and managing Cashflow	a1,b1, c1,c2, d1, d2		1	2
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

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IX. 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
Total				20

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
Total			100	100%	

VII. Learning Resource (MLA style or APA style):	
<b>1- Required Textbook(s) ( maximum two )</b>	
	• Scarborough, N. M. & Cornwall, J. R. (2015). <i>Essentials of Entrepreneurship and Small Business Management</i> . Pearson Education.
<b>2- 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- Essential References</b>	
<b>4- 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> <a href="https://www.mindtools.com/pages/article/newcdv_76.htm">https://www.mindtools.com/pages/article/newcdv_76.htm</a> <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> <a href="https://eduschool40.blog/2020/01/21/">https://eduschool40.blog/2020/01/21/</a> <a href="http://www.educationalcommunity.net/2020/01/1440_21.html">www.educationalcommunity.net/2020/01/1440_21.html</a>

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#### 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 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:							
Office Hours					Dr. Moneer Hasan Saif		Name of Faculty Member
THU	WED	TUE	MON	SUN	SAT		Location & Telephone No.
							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.

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- 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.
- 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>

## VI. Teaching strategies of the course:

- Interactive lectures.
- Tutorials

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- 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%

#### VIII. Learning Resource (MLA style or APA style):

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

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

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	<i>Management</i> . Pearson Education.
<b>2-</b>	<b>Recommended Readings and Reference Materials</b>
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<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> <a href="https://www.mindtools.com/pages/article/newcdv_76.htm">https://www.mindtools.com/pages/article/newcdv_76.htm</a> <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> <a href="https://eduschool40.blog/2020/01/21/">https://eduschool40.blog/2020/01/21/</a> <a href="http://www.educationalcommunity.net/2020/01/1440_21.html">www.educationalcommunity.net/2020/01/1440_21.html</a>
<b>5-</b>	<b>Other Learning Material:</b>
	-
<b>IX. Course Policies: (Based on the Uniform Students' Bylaw (2007))</b>	
<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.	

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