# Du LogoSmall

(Vision for the Future)

COLLEGE OF COMMERECE AND BUSINESS ADMINISTRATION

(Department of Marketing and Entrepreneurship)

Course Syllabus - Fall 2024-25

ENTR 200 – Entrepreneurship-Innovation and Creativity

1. **University Vision, Mission and Values**

Vision

Dhofar University aspires to occupy a distinct position among the leading institutions of higher education in the Arab Region.

Mission

To provide quality teaching and learning, conduct research in an inspiring environment conducive to creativity and innovation, and engage with the community.

Core Values

1. **Excellence** - Our commitment to excellence drives us to do better consistently.
2. **Integrity** - We believe in honesty and coherence between our words and actions.
3. **Responsibility** - We accept full responsibility for our actions at all the times.
4. **Commitment** - We are committed to give our best and deliver what we promise.
5. **Transparency** - For us, transparency is the foundation of trust.
6. **Adaptability** - We believe adaptability is the key to success in an ever-changing environment.
7. **College Vision and Mission**

Vision

The College of Commerce and Business Administration at Dhofar University aspires to acquire a distinct position among leading business schools in the region

Mission

To provide quality business education with a global perspective in an open learning environment, fostering research and community outreach and nurturing leaders who are capable of contributing to Omani society and beyond.

1. **Course Description**

This introductory course provides a fully – enabled curriculum for the students to explore entrepreneurship as a study topic as well as practice. Entrepreneurship has become one of the most powerful and influential forces of change in the world. This course aims to provide a basic understanding of the most important and relevant concepts and processes in the field of entrepreneurship in addition to practical training. Topics covered in the course will include significance of entrepreneurship, feasibility study, business model, understanding the concept of opportunity, different types of business ownership existing in Sultanate of Oman, as well as practical applications and field visits.

1. **Course, Instructor and Coordinator Information**

Course Information

|  |  |
| --- | --- |
| Course Code | ENTR 200 |
| Course Title | Entrepreneurship-Innovation and Creativity |
| Credit Hours | 03 |
| Pre-requisite | ENGL 203A; ENGL 203B; ENGL 203E |
| Co-requisite |  |
| Course Category | University requirement |
| Language of Delivery | English and Arabic |

Instructor (Course Coordinator) Information and Course Schedule

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Section** | **Instructor** | **Room No.** | **Day** | **Time (Hrs.)** | **Email** | **Office No.** | **Office Ext.** |
| 1 | Mohammed Bait Ali Sulaiman | COMC-201A | MonWed | 11:00-12:15 | msulaiman@du.edu.om | CE211B | 7460 |
| 2 | Khalid AL Shanfari | COMC-006A | MonWed | 14:00-15:15 | kalshanfari@du.edu.om |  |  |
| 3 | Zaroug Bilal | COMC-105C | SunTueThu | 11:00-11:50 | zosman@du.edu.om | 203A | 7427 |
| 4 | Aissa Mosbah | COMC-103C | SunTueThu | 12:00-12:50 | amosbah@du.edu.om | CE217B | 7462 |
| 5 | Mohammad Alomari | COMC-108A | MonWed | 09:30-10:45 | malomari@du.edu.om | 207B | 7413 |
| 6 | Aissa Mosbah | COMC-006C | SunTueThu | 10:00-10:50 | amosbah@du.edu.om | CE217B | 7462 |
| 7 | Mohammad Nazmuzzaman Hye | COMC-006C | SunTueThu | 12:00-12:50 | mhye@du.edu.om | CE214B | 7465 |
| 8 | Muawya Hussein | COMC-006C | MonWed | 09:30-10:45 | M\_hussein@du.edu.om | 105A | 7425 |
| 9 | Aissa Mosbah | COMC-008A | MonWed | 11:00-12:15 | amosbah@du.edu.om | CE217B | 7462 |
| 10 | Aissa Mosbah | COMC-108A | MonWed | 11:00-12:15 | amosbah@du.edu.om | CE217B | 7462 |
| 11 | Mohammad Nazmuzzaman Hye | CE-004A | MonWed | 11:00-12:15 | mhye@du.edu.om | CE214B | 7465 |
| 12 | Aissa Mosbah | COMC-105A | SunTueThu | 11:00-11:50 | amosbah@du.edu.om | CE217B | 7462 |
| 50 | Khalid AL Shanfari | COMC-003A | SunTu | 17:30-18:45 | kalshanfari@du.edu.om |  |  |
| 55 | Jamal Al Kadi | COMC-001A | SunTu | 17:30-18:45 | Jamal@du.edu.om | 219A | 7111 |
| 60 | Jamal Al Kadi | COMC-102A | MonWed | 17:30-18:45 | Jamal@du.edu.om | 219A | 7111 |
| **Course Coordinator** | |  | | | | | |

1. **Course Learning Outcomes**

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| --- | --- | --- |
| **Course Learning Outcomes** | | **Assessment Methods** |
| **Knowledge** | | |
| 1 | Describe the basic concepts of entrepreneurship. | Midterm Exam 1  Midterm Exam 2  Video Discussion  Canvas Business Model |
| 2 | Recall how to recognize opportunities and generating ideas. |
| 3 | Recall how to write a business plan. |
| **Cognitive Skills** | | |
| 1 | Relate the creative idea with the market opportunity. | Video Discussion  Business Plan Project |
| 2 | Write and present a business plan as a team. |

1. **Program Learning Outcomes (PLOs)**

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| 1 | Have the knowledge and skills specifically in their area of specialization necessary to understand and succeed in business, government, and/or graduate school; | |
| 2 | Have the team work spirit; | |
| 3 | Have interpersonal communication skills; | |
| 4 | Be able to use technologies that relate to their future work domains; | |
| 5 | Be global-oriented enabling them to recognize the influence of globalization on country’s economy; | |
| 6 | Be able to think creatively and critically and contribute to Omani society and beyond; | |
| 7 | ]Have the research-oriented spirit enabling them to challenge the status quo to move to better ones | |
| **PLOs covered in the course:** | | **1,2** |

1. **Graduate Attributes (GAs)**

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| --- | --- | --- |
| 1 | Master theoretical knowledge and practical skills in the student’s chosen discipline commensurate with program level and objectives | |
| 2 | Demonstrate capacity for effective communication, critical thinking, creativity and innovation | |
| 3 | Exhibit honesty, discipline and accountability | |
| 4 | Practice tolerance, humility, respect for differences and commitment to service | |
| 5 | Practice life-long learning | |
| **GAs covered in the course:** | | **1,2,3,4** |

1. **Sustainable Development Goals (SDGs) Covered in the Course (If Any)**

SDG 9 - Industry, innovation and infrastructure

1. **Additional Reading Materials, References and Resources**

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| --- | --- |
| **Textbook** | 1. Entrepreneurship and Business Innovation in the Middle East by Philippe W. Zgheib, 2017, ISBN: 9781522520672, 1522520678 2. Entrepreneurship: successfully launching new ventures by Bruce R. Barringer, R. Duane Ireland, ISBN 10: 1-292-09537-7, 13: 978-1-292-09537-0, Pearson education limited, 2016, 5th edition 3. The Wiley Handbook of Entrepreneurship by Bailey Klinger, Gorkan Ahmetoglu, Tessa Karcisky, Tomas Chamorro-Premuzic, 2017, ISBN:9781118970836, 1118970837 4. Legal Aspects for Business Service Management by Mohammad Hussain Ibrahim, Oman Chamber of Commerce and Industry, Volume 10.  * Available at DU Library in the 1st Floor, Call ID: HD62.7 .I276 |
| **Reference Books** | 1. Entrepreneurship in Gulf Cooperation Council: Guidelines for starting and managing a business, Pauceanu, A.M., Springer Publishing (Elsevier, USA), 2016 2. Entrepreneurship and Innovation and Business Clusters by Panos G. Piperopoulos, ISBN 9781409434429, E-book ISBN 9781409434436, Taylor and Francis 2012 3. Chapter 1, Oman Commercial Companies Law No. 4/1974, May 1997 |
| **Handouts** |  |
| **Useful Websites** | * https://www.instructables.com/id/How-to-Make-a-Business-Model-Canvas/ * https://youtu.be/QoAOzMTLP5s * http://www.entrepreneurship.org/; http://www.entrepreneur.com/; http://www.prenhall.com/scarbzim/html/resource.html; * http://www.forbes.com/entrepreneurs/#733801f26ce7; http://www.inc.com/startup; https://www.score.org/browse-library |
| **Software(s)** |  |
| **Other Resources** |  |

1. **Teaching/ Learning Strategies and Use of Technology**

The course is a theoretical as well as practical module. The lecture would include tutorial, homework, assignments, in-class participation, presentations, and short quizzes. Students need to refer the textbooks and/or internet sites together with the handouts to update their knowledge and cope up with the assignments and other assessments. Regular class attendance is important and will be monitored. Students are expected to develop their skills for at least 6 hours a week in their self-paced learning sessions.

Al Barwami, K. M., Al-Jahwari, M. R., Al-Saidi, A. S., & Al Mahrouqi, F. S. (2014). Towards a growing, competitive and dynamic small and medium-sized enterprises sector in Oman: Strategy and policies. Central Bank of Oman, Economic Research and Statistics Department.

Al-Shanfari, D. A. (2012, January). Entrepreneurship in Oman: A snapshot of the main challenges. In Proceedings of the United Nations conference on trade and development: Multi-year expert meeting on enterprise development policies and capacity-building in science, technology and innovation (STI; fourth session), Geneva, Switzerland: Geneva (pp. 2-8).

1. **Research Teaching Nexus**
2. **Weekly Course Content Outline**

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| --- | --- | --- |
| **Teaching Week** | **Dates** | **Topics/Activities to be Covered** |
| Week - 1 | 8 Sept - 12 Sept 2024 | Topic 1: Introduction to Entrepreneurship   * Basic Concepts of Entrepreneurship, * Entrepreneurs, * Corporate Entrepreneurship,   (Source: chapter 1 from textbook 1 (Entrepreneurship: successfully launching new ventures) |
| Week - 2 | 15 Sept - 19 Sept 2024 | Topic 1: Introduction to Entrepreneurship   * Reasons to become an entrepreneur, * characteristics of Entrepreneurs, * Myths on Entrepreneurship   (Source: chapter 1 from textbook 1 (Entrepreneurship: successfully launching new ventures) |
| Week - 3 | 22 Sept - 26 Sept 2024 | Topic 1: Introduction to Entrepreneurship   * the impacts of Entrepreneurial firms on economic, * Society and Larger Firms, * The Entrepreneurial Process. * Innovation * https://www.youtube.com/watch?v=AvT-dllWhpY * Implement the three steps in solving the issue of sales decline.   (Source: chapter 1 from textbook 1 (Entrepreneurship: successfully launching new ventures) |
| Week - 4 | 29 Sept - 03 Oct 2024 | **Topic 2:**  Recognizing Opportunities and Generating Ideas  Definition of an opportunity  Recognizing Opportunities and Generating Ideas  Opportunity identification-approaches  Recognizing Opportunities and Generating Ideas   * characteristics of an entrepreneur * Creativity-process * Techniques for idea generation, * Idea Generation: https://www.youtube.com/watch?v=kixaIURlfJ8&t=11s |
| Week - 5 | 06 Oct - 10 Oct 2024 | Recognizing Opportunities and Generating Ideas   * Encouraging new ideas. * Innovative and creative * https://www.youtube.com/watch?v=7hWRva\_sPeE * Identify the five steps involved in innovation under pressure. |
| Week - 6 | 13 Oct - 17 Oct 2024 | **Revision & (Exam – I)** |
| Week - 7 | 20 Oct - 24 Oct 2024 | Topic 3:  CANVAS   * Teams’ business idea discussion; * How to make a business model CANVAS; * Apply the business idea in CANVAS. |
| Week – 8 | 27 Oct - 31 Oct 2024 | Topic 4: **Preparing a Proper Ethical and Legal Foundation**  Discuss the actions founders can take to establish a strong ethical culture in their entrepreneurial ventures.  Describe actions taken in new firms to effectively deal with legal issues.  Topic 4:  Provide an overview of the business licenses and permits that a start-up must obtain before it begins operating.  Identify and describe the different forms of organization available to new firms  ***Source***: chapter 7 from textbook **1** (Entrepreneurship: successfully launching new ventures |
| Week - 9 | 03 Nov - 07 Nov 2024 | **Revision & (EXAM – II) Assignment** |
| Week - 10 | 10 Nov - 14 Nov 2024 | Topic 5: Business Plan   * What is a business Plan (p.183); * Information needed in Business Plan: 1) Market information, 2) Operations information, 3) Financial information (pp. 189-193); * How to write a Business Plan (pp. 194-203);   Why some business plan fail (p. 206).  Topic 5: Business Plan   * Competitor Analysis (pp. 211-212), * Product or service, Pricing, Distribution, & Promotion (pp. 227-228). * Innovation in Marketing: https://www.youtube.com/watch?v=IHlQjbG7ttg   Think and suggest the key innovative ideas in marketing of tourism services |
| Week - 11 | 17 Nov - 21 Nov 2024 | Business Plan Preparation |
| Week - 12 | 24 Nov - 28 Nov2024 | Business Plan Preparation |
| Week - 13 | 01 Dec - 05 Dec 2024 | Business Plan Preparation |
| Week - 14 | 8 Dec - 12 Dec 2024 | Business Plan Preparation |
| Week - 15 | 15 Dec - 2024 | Business Plan Report Submission |
| Week - 16 | 15 Dec - 19 Dec 2024 | **Business plan Presentations** |
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1. **Assessment Methods and Schedule**

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| --- | --- | --- |
| **Types of Assessment** | **Week and Dates** | **Marks** |
| First Exam | 6th Week 13 Oct – 17 Oct 2024 | 20% |
| Participation | 10th Week 13 Nov – 17 Nov 2024 | 05% |
| Second Exam | 9th Week 03 Nov – 07 Nov 2024 | 20% |
| Assignment-2 (Business Canvas Model) | 9th Week 03 Nov – 07 Nov 2024 | 15% |
| Project | Business Plan submission 15 Dec 2014  Business Plan Presentations  15 Dec until 19 Dec 2024) | 40% |
| **Total** | | **100%** |
| **Minimum Passing marks** | | **60%** |

1. **Important Information for Students**
2. **University Academic Integrity Policy**

The university requires its student to adhere to the academic integrity policy and avoid indulgences in the acts of cheating, collusion or plagiarism during examinations or continuous assessment. Any act of academic misconduct will invite sanctions as per DU policy.

(Please refer to DU Student Handbook and Academic Integrity Policy for detailed guidelines.)

1. **Class Attendance Rules**

Attendance of all classes and course-related activities is obligatory. The maximum absences allowed for a student is 25% of the total number of classes of a particular course. Before reaching the withdrawal stage, LOGSIS warns the students by way of three warnings sent to their DU email account by DAR. This email messages to students are a formal communication of the university with its students so students are strongly advised to access their DU email accounts on daily basis to track their absences, along other important things, to respond appropriately when needed.

1. **The warnings of absences are as follows:**

* **First warning**: this is when a student’s absence reaches **07%** of the total number of classes of a particular course.
* **Second warning**: this is when a student’s absence reaches **14%** of the total number of classes of a particular course.
* **Final warning:** this is when a student’s absences reach **21%** of the total number of classes of a particular course.

If the absence crosses **25%**, the student will be dismissed from the course and a “WA” will be shown in his/her transcript against the dismissed course and dismissal letter will be sent to his DU email account.

1. **Withdrawal from course:**

A student may withdraw from one or more courses after the Drop/Add period until **Sunday 24-12-2023** subject to the following conditions:

1. A student who withdraws from a course will receive a grade of “W” for that course
2. A students who is withdrawn from a for excessive absences (more than 25%) will receive a grade of “WA” for that course.
3. Student cannot withdraw or be forced to withdraw from a course if this results in his/ her being registered for less than **12 credits** without the approval of the College Council.
4. **End-Semester Evaluation by Students**

All students are required to complete “Online Evaluation” of Course, Graduate Attributes and Course Instructor at the end of the semester. The specific dates for evaluation shall be announced by the course instructor in the class. It is mandatory for the students to complete this online evaluation, without which their final grades shall not be announced.

1. **Missing Exams:**

* No make-up examinations will be given if you miss any of the examinations during the semester. However, if you have a valid excuse as defined below, the marks for the missed examination will be extracted from the marks you score in the final examination.
* For example, if you miss Exam 1 which is out of 20 marks, and you score 30 out of 40 in the Final Exam, you will now get a score of 15/20 for Exam 1.
* Also note that if you miss more than one examination, this arrangement will be applied to the examination that has the highest marks. You will get this benefit ONLY for one examination. Other missed examinations will be given zero.
* The following excuses are acceptable upon the approval from the instructor:

1. Medical certificate from a government hospital or clinic
2. Family situation, authorized by DU Students’ Affairs Department duly supported by documentary evidence or Wali’s Office.
3. **Additional information, if any**

* Assessment of Learning Outcomes - Appendix A
* OQF Level of Program and Course - Appendix B