



Princess Sumaya جامعة  
University الأميرة سميرة  
for Technology للتكنولوجيا

**Introduction to Business Entrepreneurship  
and Innovation**

**(Course ID: 31254)**

**Spring (Second) 2022/2023**

**Coordination Unit for Service Courses**

**King Talal School of Business Technology**

## 1. Course Information:

Second Semester 2022/2023

Course Name & ID	<i>Entrepreneurship and Innovation 31254</i>
Prerequisites	Complete 60 Credit Hours
Course Type	Department Requirement / Mandatory
Sustainable	Online
Development Goal	SDG 8 Sustainable Development Goal For more details, please click the picture below: 
Credit Hours	3
Level	2 <sup>nd</sup> year
Lecture Schedule	Section (3): Mon, Wed (15:30-17:00) online Section (5): Sun, Tues, Thurs (17:00-18:00) online
Lecture Location	<b>Online Zoom meeting link:</b> <a href="https://psut-edu-jo.zoom.us/j/9625544330">https://psut-edu-jo.zoom.us/j/9625544330</a>
Textbook	Bruce R. Barringer and Duane R. Ireland (2018): <i>Entrepreneurship, Successfully Launching New Ventures</i> (6 <sup>th</sup> Edition), Global Edition, Pearson/Prentice Hall
References	<ul style="list-style-type: none"> <li>Stokes, D and Wilson, N (2017). <i>Small business management and entrepreneurship</i>, 7<sup>th</sup> Edition, South-Western Cengage Learning</li> <li>Scarborough, N. M (2014). <i>Essentials of Entrepreneurship and Small Business Management</i>, 9<sup>th</sup> Edition, Global Edition, Pearson Education.</li> <li>Osterwalder, A. &amp; Pigneur, Y. (2010). <i>Business Model Generation</i>. John Wiley &amp; Sons, Inc., Hoboken, New Jersey.</li> <li>The Startup Guide ISBN 978 - 9957 - 8707 - 1 - 3</li> </ul>
Instructor	<b>Name:</b> Leila Rawashdeh <b>Office Location:</b> Admissions & Registration Building, Ground Floor, turn right <b>Office phone ext:</b> 5430 <b>Email:</b> <a href="mailto:L.rawashdeh@psut.edu.jo">L.rawashdeh@psut.edu.jo</a>
Office Hours	<b>11:00– 12:00 (Daily)</b> Book an appointment via <a href="https://calendly.com/l-rawashdeh/office-hour">https://calendly.com/l-rawashdeh/office-hour</a> Same zoom link: <a href="https://psut-edu-jo.zoom.us/j/9625544330">https://psut-edu-jo.zoom.us/j/9625544330</a>
Teaching Assistant	N/A

## 2. Course Description:

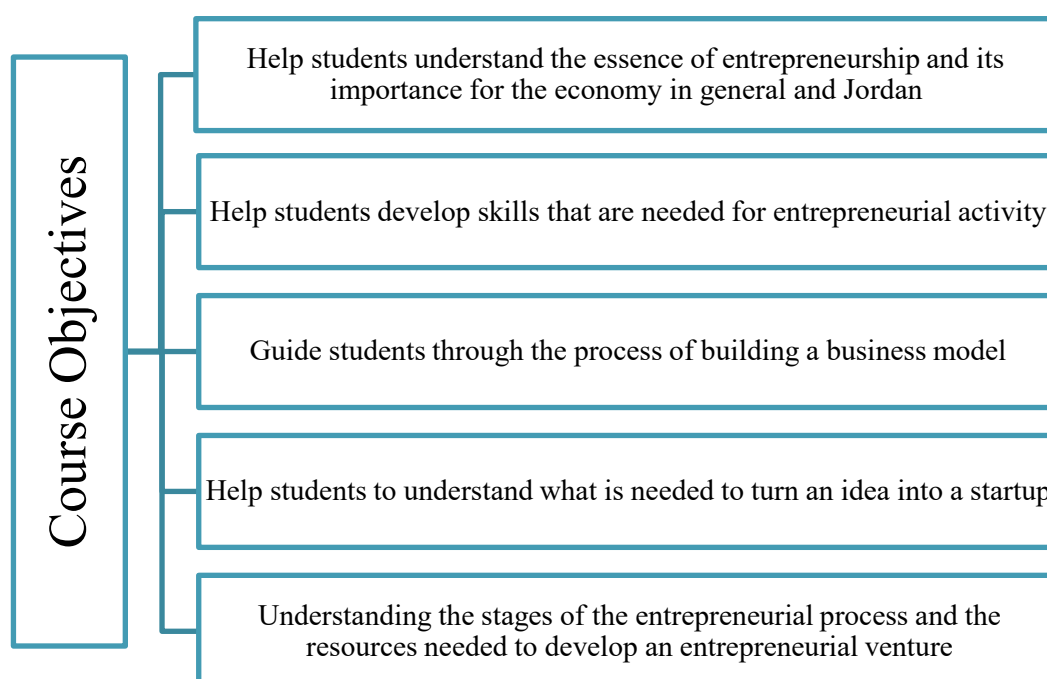
This course focuses on the behaviour and attributes of entrepreneurs who operate in a competitive environment. It elaborates on the role of entrepreneurs in a competitive

market and that of government in the creation of a business environment conducive to entrepreneurship. The course also highlights the relevance of attitudes, values and beliefs to entrepreneurial activity, the management of risks, the process of new product development, and the reasons for the high failure rate of new businesses. Students are expected to prepare a business plan for a new business as their main objective by the end of the semester. The course will develop students' skills and understanding of the risks and rewards of entrepreneurial activities. There will be a special focus on SMEs and entrepreneurship in Jordan.

### 3. Course Objectives:

*On successful completion of this course students will have developed knowledge and understanding of*

*Figure 1 The Objectives of this Module*



### 4. Program Learning Outcomes:

The program learning outcomes that is mapped for the course and accreditation purposes are:

*Table1: Program Learning Outcomes*

Program Learning Outcome (PLO)	PLOs
Knowledge and Understanding	
Demonstrate knowledge in business and technology.	PLO1
Apply business and technology concepts that can help develop business solutions.	PLO2
Critical thinking	
Critically analyse business issues taking into account economic, sustainable, and ethical factors.	PLO3
Integrate key analytical methods that can help provide creative and innovative solutions.	PLO4

<b>Teamwork</b>	
Collaborate effectively within a team to build jointly-prepared projects.	PLO5
<b>Communication</b>	
Demonstrate written and oral communication skills essential to business settings.	PLO6

### 5. Course learning outcomes (*Knowledge, Understanding and Skills*):

This course is intended to provide students with core understanding of Politics and Economic Science Hence, the course learning outcomes (CLO) are:

*Table 21 Course Learning Outcomes*

Course Learning Outcomes (CLOs)	Aligned Program Learning Outcomes	SDGs Targets
<b>CLO 1:</b> Understand the importance of entrepreneurship to our personal lives and society [Chapters 1, 2]	PLO 1	SDG 8
<b>CLO 2:</b> Demonstrate an understanding and appreciation of the nature of today's dynamic and often unpredictable environment on entrepreneurial activities [Chapters 2, 3, 5]	PLO 2	SDG 8
<b>CLO 3:</b> Reflect a basic understanding of the concept of business opportunity and its major characteristics [Chapters 2, 3, 5]	PLO 3	SDG 8
<b>CLO4:</b> Construct a feasibility analysis by demonstrating the development of a 'business plan' using a 'business model canvas' [Chapters 4, 6, 7, 11]	PLO 4, PLO 5	SDG 8
<b>CLO 5:</b> Explain the different forms of business ownership and financing options [Chapters 4, 10, 7, 8]	PLO 2	SDG 8
<b>CLO 6:</b> Develop the skill of pitching a business idea and presenting a business plan [Chapters 4, 9]	PLO 4, PLO 5, PLO 6	SDG 8

### 6. Curriculum Design:

This course will cover core concepts in Introduction to Entrepreneurship and Innovation in Business. The topics and their respective chapter in the recommended textbook are highlighted below:

*Table 3 Course Topics and their Respective Chapters*

Week	Topic	Chapter
1	Introduction to course and class orientation	-
1	Introduction to Entrepreneurship	1
2	Recognizing Opportunities and Generating Ideas	2
3	Feasibility Analysis	3
4-5	Developing an Effective Business Model	4 & other sources
6-7	Industry & Competitor Analysis	5
8	Writing a Business Plan & presentations	6 & other sources
9	Preparing a proper legal and ethical foundation	7 & other sources
10-11	Assessing Financial Strength & Viability	8
12	Building a new venture's team	9
13	Getting Funding or Financing.	10

14-15	Unique Marketing Issues	11
16	Revision	-

**Disclaimer:** *Instructors may deviate from schedule*

## 7. Teaching Methods:

Several teaching techniques and methods will be used to effectively facilitate the learning process of this course. These methods will include lectures, coursework, group discussions, tests and exams.

## 8. Assessment:

The course is intended to provide students with theoretical and practical knowledge that will help them in putting theory in practice. Various assessment techniques will be used to assess students' understanding of the module. The breakdown of the weight of each element is:

*Table 2 Assessment Breakdown for this Module*

Assessment	Expected Due Date	Weight
<i>Business Model Canvas Presentation</i>	20 May 2023	10%
<i>Homeworks</i>	Throughout the semester	20%
<i>Mid-term Exam (MCQ Quiz)</i>	Between 17-20 Apr 2023	30%
<i>Final Exam</i>	Starting 19 Jun 2023	40%
<i>Total</i>		100%

The link between each assessment and CLO/PLO are:

<i>Assessment type</i>	<b>CLO1</b>	<b>CLO2</b>	<b>CLO3</b>	<b>CLO4</b>	<b>CLO5</b>	<b>CO6</b>
<i>Business Model Canvas</i>				√	√	√
<i>Homework &amp; In-class tasks</i>	√	√	√			
<i>Midterm Exam</i>	√	√	√			
<i>Final exam</i>	√	√	√	√	√	

As for the marking criteria for each assessment technique, each has a rubric that demonstrates the mark/band the students can achieve in this:

<b>Rubric for Mid-Term Exam</b>				
<i>Criteria/band</i>	<i>Fail</i>	<i>Marginal</i>	<i>Merit</i>	<i>Distinction</i>
<i>Understanding of the core concepts</i>	Lacks understanding of core concepts covered in the exam.	Shows some understanding of core concepts covered in the exam.	Shows good understanding of the subject area and core concepts covered in the exam.	Shows solid understanding of the core concepts covered in the exam
<i>Mark (Out of 20 marks)</i>	<i>0-14</i>	<i>15-18</i>	<i>19-24</i>	<i>25-30</i>

Rubric for Final Exam				
<i>Criteria/band</i>	<i>Fail</i>	<i>Marginal</i>	<i>Merit</i>	<i>Distinction</i>
<i>Suitability of the answer</i>  <i>20 marks</i>	Answer does not address the question.	Answer addresses the questions with limited improvisation on the answer.	Clear and logical answer that addresses the question and attempts to provide critical analysis of core concepts covered in the exam.	Question is well-answered with critical analysis of the core concepts covered in the exam.
<i>Understanding of the core concepts</i>  <i>20 marks</i>	Lacks theoretical understanding of the core concepts covered in the exam.	Shows good understanding of the core concepts and its application in practice	Shows good understanding of the subject area. There is a good link between the core concepts and practice.	Shows solid understanding of the core concepts with strong link between theory and practice.
<i>Mark (out of 40 marks)</i>	<i>0-19</i>	<i>20-29</i>	<i>30-35</i>	<i>36-40</i>

Rubric for Assignment				
<i>Criteria/band</i>	<i>Fail</i>	<i>Marginal</i>	<i>Merit</i>	<i>Distinction</i>
<i>Understanding of the theory</i>  <i># marks for each assignment</i>	Lacks understanding of the core concepts covered in the assignment.	Shows some understanding of the core concepts covered in the assignment.	Shows good understanding of the subject area.	Shows solid understanding of the core concepts covered in the assignment.
<i>Mark (Out of # marks)</i>	<i>0-14</i>	<i>15-18</i>	<i>19-24</i>	<i>25-30</i>

## 8. Rules and Regulations:

### *Class Attendance and Participation:*

According to the University rules, class attendance is mandatory. Students are expected to attend all classes. Students who repeatedly arrive late to the lecture will be considered absent.

### *Academic Integrity:*

Students must refrain from copying each other's work or using information without acknowledging the source of this information (i.e., providing a reference and in-text citation). A Turnitin plagiarism of **15-20%** could result in a range of disciplinary measures ranging from written warning to deductions of marks from the submitted work. However, if the submitted work exceeds this percentage, the academic staff reserves the right to open a plagiarism

investigation case. At the initial investigation stage (before any formal allegation of academic misconduct is made) a decision will be reached about whether the case constitutes plagiarism as opposed to poor scholarship. Where an initial investigation is conducted, the case will be forwarded to the Students' Violation Committee to take appropriate actions. If the case constitutes plagiarism, the student(s) will be given a "0" mark for the entire module.

***Late Assignments:***

Assignments must be completed and submitted to me by the due date assigned by the module leader. Failure to submit the assignment by the due date will automatically result in "0" mark given for this assignment. If a student has an exceptional circumstance, they have to submit a mitigating circumstances form to the module leader a week prior to the assignment due date. If the form is approved, the student will receive an extra week to submit their work.