

## GB102E&A Online Course syllabus

Academic year: 2020/2021			
Semester: X	First	Second	Summer
1. <b>Program:</b>	All Programs		
2. <b>Track:</b>	All tracks		
3. <b>Course Code:</b>	GB102-E&A		
4. <b>Course Title:</b>	Entrepreneurship		
5. <b>Course Credits:</b>	4		
6. <b>Pre-requisites:</b>	N/A		
7. <b>General Course Coordinator, GCC:</b>	Maher Abou Hamad		
8. <b>Branch Course Coordinator, BCC:</b>	Dr. Abdullah Al Ajmi, <a href="mailto:aalajmi@aou.edu.kw">aalajmi@aou.edu.kw</a>		
9. <b>Instructor/ Tutor:</b>			
10. <b>E-Book:</b>	Entrepreneurship, the art, Science, and process for success. Bamford, Bruton. McGraw-Hill 3 <sup>rd</sup> Edition		
11. <b>Other Educational Resources (periodicals, software, Course webpage, etc.):</b>	N/A		
12. <b>Course Description (Module Specification):</b>	<p>GB102 is an introductory four credit undergraduate course. Business students, as well as those from other disciplines, can benefit from <i>Entrepreneurship</i>. <i>Entrepreneurship</i> is a balanced mix of the academic and applied components of entrepreneurship education. Students are introduced to the theories, methods, and requisite knowledge and skills required of entrepreneurs, and are then immediately given practical examples and discussion opportunities.</p>		
13. <b>Course Aims / Objectives:</b>	<p>This book encourages college students to think through every step of creating their own small business. Upon completion of this course, students will be able to:</p>		

**Intended learning outcomes:**

- To possess a well-grounded understanding of essential entrepreneurial business principals.
- To develop an understanding of marketing concepts as they relate to new Businesses.
- To identify, appreciate, and assess the knowledge, attitudes, and skills of an entrepreneur.
- To Understand income and balance sheet statements
- To Analyze markets and create effective marketing plans

**14. Course Assessment:**

<i>Assessment Type</i>	<i>Number</i>	<i>Weight</i>
Quiz 1	1	5%
Quiz 2	1	5%
Quiz 3	1	5%
Quiz 4	1	5%
MTA	1	30%
Final	1	50%
Total	4	100%

<i>Week</i>	<i>Date</i>	<i>Topics Covered</i>	<i>Notes</i>
1		<p><b>CHAPTER 1</b> The Twenty-First-Century Entrepreneur</p> <ul style="list-style-type: none"> <li>➤ Explain the rationale behind starting an entrepreneurial business.</li> <li>➤ Identify the type of people who are entrepreneurs.</li> <li>➤ Describe the impact of entrepreneurial businesses on society.</li> </ul> <p><b>CHAPTER 2</b> Individual Leadership and Entrepreneurial Start-Ups</p> <ul style="list-style-type: none"> <li>➤ Discuss the importance of an entrepreneurial orientation</li> <li>➤ List the triggers that encourage new business formations</li> </ul>	
2		<i>Self-study</i>	
3		<p><b>CHAPTER 3</b> Business Idea Generation and Initial Evaluation</p> <ul style="list-style-type: none"> <li>➤ Describe a systematic means for examining skills in order to generate new business ideas.</li> <li>➤ Discuss the elements of opportunity analysis.</li> <li>➤ Analyze how to choose a business.</li> </ul> <p><b>Class Activity and quiz 1</b></p>	

4		<i>Self-study</i>	
5		<p><b>CHAPTER 4</b> External Analysis</p> <ul style="list-style-type: none"> <li>➤ Describe how to examine the industry that the new business plans to enter.</li> <li>➤ Discuss how to create a profile of the target customers for a new business.</li> <li>➤ Explain how to categorize competitors of the new business using external analysis.</li> <li>➤ Explain how to construct competitive maps.</li> </ul> <p><b>Class Activity and quiz 2</b></p>	
6		<i>Self-study</i>	<b>MTA period: (30% of course grade)</b> <b>Chapters included for MTA: 1,2, 3, and 4</b>
7		<p><b>CHAPTER 10</b> Human Resources Management</p> <ul style="list-style-type: none"> <li>➤ Explain the elements of human resources.</li> <li>➤ Discuss the process of hiring employees.</li> <li>➤ Analyze the means for retaining employees.</li> </ul>	
8		<i>Self-study</i>	
9		<p><b>CHAPTER 11</b> Marketing</p> <ul style="list-style-type: none"> <li>➤ Discuss the basics of a marketing plan.</li> <li>➤ Explain how to develop a pricing model.</li> <li>➤ Differentiate between the various types of promotion available to a new business.</li> </ul> <p><b>Class Activity and quiz 3</b></p>	
10		<i>Self-study</i>	
11		<p><b>CHAPTER 12</b> Establishing Operations</p> <ul style="list-style-type: none"> <li>➤ Describe how location can be used as a competitive advantage.</li> <li>➤ Discuss the important issues in the financing considerations of new firms.</li> <li>➤ Discuss the type and condition of equipment needed at start-up.</li> </ul> <p><b>Class Activity and quiz 4</b></p>	
12		<i>Self-study</i>	
13		<p><b>CHAPTER 14</b> Franchising and purchasing an existing Business</p> <ul style="list-style-type: none"> <li>➤ Describe the elements of franchising.</li> <li>➤ Explain the process of buying a franchise.</li> </ul>	
14		<b>Final Exams</b> <i>(50% of course grade)</i>	<b>Chapters included for the final: 10, 11, 12 and 14</b>

## **Methods of evaluation:**

### **Consists of:**

- 20% on 4 online quizzes/activities through LMS and McGraw-Hill –Connect platform during the semester.
- 30% on an online MTA to be uploaded to the LMS.
- 50% on an online Final to be uploaded to the LMS.

## **Mechanism of implementation:**

- As for lectures, interactive classes will be fully online through LMS and the application and tools decided on based on central and local requirements and limitations, tutors and students will be able to use fully the features of applications and online interaction to apply theories and concepts in a reflective way with availability to record lectures and posted on the LMS for all students.
- Online activities and quizzes will be conducted through the LMS and McGraw-Hill connect platform.
- Mid-term and final assessments will be designed and conducted online through the LMS, where students will have the time to answer and upload the answers electronically through the LMS.