KING SAUD UNIVERSITY

COLLEGE OF BUSINESS ADMINISTRATION

Course Syllabus

Second Semester 1438-1439

--------------------------------------------------------------------------------------------

**Course prefix:  103 MGT, Course title: Entrepreneurship**

       Credit Hours: 3

Course Schedule: Sun, Tue (2-2.50 pm)

Room Assignment: Room 16

Instructor: Dr. Saad Alotaibi

Office Location: 51

Office Phone: 4674319    Office Hours: MW (11-12)(12-1)

E-mail: entrepreneur103@yahoo.com

1. Course Description

This course is a three-credit undergraduate level course. The purpose of this course is to provide students with a basis understanding of Entrepreneurship, including What Entrepreneurship is, Why Entrepreneurship is important and Common Characteristics of Successful Entrepreneurs. Students will learn how to approach and successfully manage the many issues related to a start- up business including development of a business idea, business formation, business planning, marketing, business management, the importance of intellectual property, legal issues and how to raise business capital. Sample business plans and financial projections will be reviewed.

2. General Objectives:

* Offer a survey-level course that will examine entrepreneurship as mutually reinforcing concepts
* Provide a basic understanding of entrepreneurship, the entrepreneurial process, and basic business concepts
* Encourage entrepreneurship and active participation in new venture creation
* Facilitate access to resources at the university and off-campus that will enhance the entrepreneurial learning experience
* Provide inspirational role models through guest speakers, articles, and case studies

    Use case method to encourage class discussion, exchange of ideas, and practical application of business/entrepreneurial concepts within the management environment

**Textbooks**

**Lambing P. And Kuehl (2015). Entrepreneurship Textbook. Pearson: Prentice**

**Methods of Instruction**

Course will consist of lectures, class discussion, textbook assignments, students’ presentation, discussion of cases, videos analysis, two tests and final examination.

                     Have allassigned text reading completed priorto class and be prepared to discuss the chapter topics.

**CALENDER OF READING AND WRITTEN ASSIGNMENTS**

|  |  |  |
| --- | --- | --- |
| **session** | **Topics** | **Assignment** |
| **Week1** | **Entrepreneurship today** | **Read Ch.1, and Text Questions** |
| **Week2** | **The Entrepreneur** | **Ch.2 and Text Questions** |
| **Week3** | **Starting a New Business** | **Ch.3 and Text Questions** |
| **Week4** | **Buying an Existing Business** | **Ch.4 and Text Questions** |
| **Week5** | **Franchising and Other Alternatives** | **Ch.5 and Text Questions** |
| **Week6** | **Home-Based Businesses** | **Ch.7 and Text Questions** |
| **Week7** | **Test ONE** | **Test One** |
| **Week8** | **Family Businesses** | **Ch.8 and Text Questions** |
| **Week9** | **New Product Development** | **Ch.9 and Text Questions** |
| **Week10** | **Business Growth and the Entrepreneur** | **Ch.10 and  Text Questions** |
| **Week11** | **Global Business** | **Ch. 11 and Text Questions** |
| **Week12** | **Test two** | **Test** |
| **Week13** | **The Business Plan** |  |
| **Week14** | **students’ presentation** |  |

**Methods of assessment**

        Students are expected to attend all class sessions, participate in all class activities, complete exams as scheduled, and turn in all assignments on time.

• Readings - Your role will be to read the assigned materials and be prepared to discuss information when required. Lessons will be based on chapters 1 through 14 contained in the textbook

• Quizzes – There will be 4 quizzes throughout the course. These quizzes will take place in lessons 2, 3,4,5, 7, and 8

• Business Plan and Final Presentation – The business plan and final presentation will be the final deliverables of the course. Business plan submission and presentation will take place during the final week.

• Exams -Two exams and a comprehensive final exam are planned for this course. Exams may entail true/false, multiple choice, or short answer questions. There will be no makeup exams without prior approval.

• Each student will be required to read a biography of a noted entrepreneur. These should be biographies of entrepreneur. You will then submit a 12-15 page paper in which you analyze the entrepreneur’s traits, characteristics, philosophy, etc. using the book as an analytical framework. Further guidelines will be given during class.

A suggested outline for your business plan might include the following. All Business Plans should be no more than 35 pages total: 12 point font; 1 inch margins all around; 25 pages double spaced text; 15 pages Appendices:

Title Page

i. Table of Contents

ii. Executive Summary (Required) (may be single spaced)

1. Pain/Problem being addressed. Mission Statement and Objectives

2. Solution and Description of Business

3. Industry Profile

4. Description of Products and/or Services Offered

5. Market Feasibility and Marketing Strategy

6. Management Team

7. Financial Plan

8. Production Plan (if applicable)

9. Appendices: Including pertinent financial statements, market survey information, etc., which are used in the preparation of your business plan. All appendices should be referenced in the text of the report

**Grading - Criteria:**

The course involves a substantial amount of reading and writing. You are expected to attend every class, to have materials in advance, and to be prepared to discuss them. Attendance will be taken each class and points assessed at the end of the course. Assignments must be submitted on the date due or they will be considered late. Students experiencing problems should contact me prior to or following class to set up an appointment

|  |  |
| --- | --- |
| Item | Grade |
| Assignments/Quizzes | 5 |
| Business Plan | 10 |
| Entrepreneur’s Presentation | 5 |
| Entrepreneur’s  biography | 5 |
| Test one | 15 |
| Test two | 20 |
| Final | 40 |
| Total | 100 |