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PENS

Pathway in Enterprise Systems Engineering

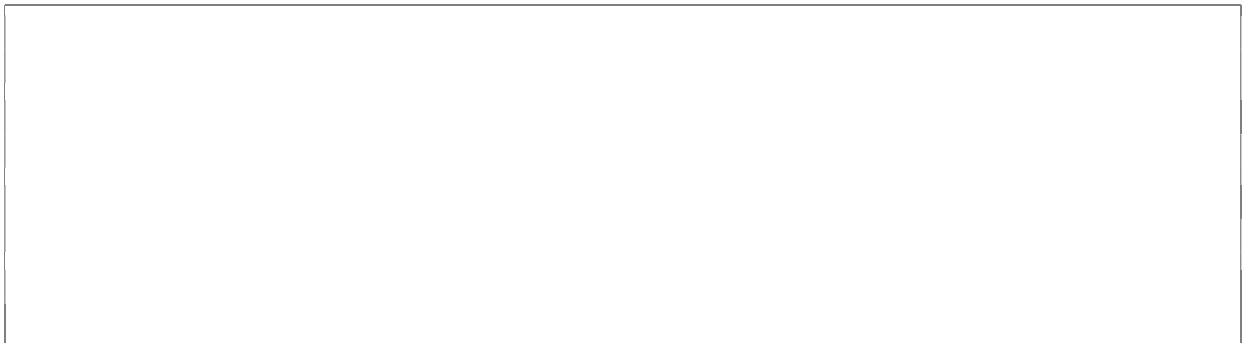
Pathway in Enterprise Systems Engineering (PENS)

Project Ref. No.: 586301-EPP-1-2017-1-PS-EPPKA2-CBHE-JP

<http://www.pens.ps>

Entrepreneurship Course

Course Specification



Course Specification

I. Course details

Course Name	Entrepreneurship
Course Code	PENS Ent
Number of Credit Hours	3
ECTS Credits	5.5 (140 learning hours)
Course type (core / elective)	Core
Pre-requisites	None
Weekly Hours	<ul style="list-style-type: none"> • Theoretical • 1h30 • Practical • 1h30 • Total • 3 presential hours per week
Course Description (provide 60-100 words describing the focus of the syllabus)	
<p>This module gives the opportunity for students to assess their entrepreneurial potential. Then it presents means for improving it. The module initiates students to means for managing their future projects or business (by agile methods and financial techniques). It also deals with problem solving and decision making. Moreover, Business plan is presented, so that students become able to elaborate it for their own project. Marketing techniques are afterwards detailed for the purpose of promoting such projects. Finally, an entrepreneurial framework is presented with various principles to be considered while launching its own project or business.</p>	
Course aim(s) (provide 30-50 words describing the aim of the course)	
<p>This course introduces learners to the entrepreneurial spirit and makes them discover the skills and qualities required to launch their own project. It also presents techniques to be adopted and documents to be elaborated in the context of finding an idea and launching a new project or creating a new business.</p>	

II. Intended Learning Outcomes of Course (ILOs)

On completing the course, students should be able to (provide 4-6 learning outcomes):

- LO.1 Define entrepreneurial personality and entrepreneurial skills set.
- LO.2 Master agile methods for project management and identify sources of funding for financing entrepreneurial projects.
- LO.3 Solve any encountered problem and make efficient decisions.
- LO.4 Write a business plan and define the process of planning.
- LO.5 Define what a financial plan is and explain its usefulness.
- LO.6 Gather information for market research.
- LO.7 Explain how marketing plans help in identifying target customers, finding how to reach them, and how to retain them.
- LO.8 Define forms of ownership, ethics, and intellectual property.

III. Course Matrix Contents

Week	Main Topics / Chapters	Learning Hours	Intended Learning Outcome (s)
1	Introduction	4	N/A
2	Entrepreneurial Personality	6	LO.# - 1
3		10	LO.# - 1
4	Entrepreneurial Skills Set	12	LO.# - 1
5		12	LO.# - 1
6	Entrepreneurial Management	12	LO.# - 2
7	Problem Solving & Decision Making	12	LO.# - 3
8		12	LO.# - 3
9	Business Plan for Startups and Entrepreneurs	12	LO.# - 4
10		12	LO.# - 5
11	Marketing for Startups and Entrepreneurs	12	LO.# - 6&7
12	Framework for Entrepreneurial Operations	12	LO.# - 8
13		12	LO.# - 8
14	Summary	N/A	
Total Learning Hours		140	

IV. Assessment Methods, Schedule and Grade Distribution

Assessment type	Used	Formative	Weight	Week	ILO(s)
Written exam (midterm)	N				
Written exam (final)	Y	N	40%	#7	• 3-5
Written coursework (individual)	Y	Y	10%	#11	• 6-7
Written coursework (group)	N				
Oral presentation (individual)	N				
Oral presentation (group)	Y	N	40%	#14	• 8
Test/Quiz	Y	Y	10%	#4	• 1-2
Other	N				

V. List of References

Essential textbook(s)	[1] Ogbe, A. A. (2019). Fundamentals of Entrepreneurship Development . Panamaline Book Distributors.
Recommended textbook (s)	[2] Gordon, E., & Natarajan, K. (2008). Entrepreneurship Development (6th, Ser. Revised Edition). Himalaya Publishing House. [3] Mazzarol, T., & Reboud, S. (2020). Entrepreneurship and innovation theory, practice and context (Fourth, pp. 431–485). essay, Springer. [4] OECD. (2016). OECD science, technology and innovation outlook 2016. Paris: Organisation for Economic Co-operation and Development (OECD) Publishing.
Course notes	
Journal(s) / periodical(s)	[5] Wright & Hribar, (2016). Soft Skills – The Missing Piece for Entrepreneurs to Grow a Business. American Journal of Management Vol. 16(1) 2016. [6] Elizabeth Chell (2013) Review of skill and the entrepreneurial process. International Journal of Entrepreneurial Behavior & Research Vol. 19 (1) pp. 6 – 31. [7] Giunipero, Giuniperoa, Denslowb & Eltantawyc. Purchasing/supply chain management flexibility: Moving to

	<p>an entrepreneurial skill set. <i>Industrial Marketing Management</i> Vol. 34 (2005) 602 – 613.</p> <p>[8] Ogbari, Mercy & Oke, Adunola et al(2016). <i>Entrepreneurship and Business Ethics: Implications on Corporate Performance</i>. <i>International Journal of Economics and Financial Issues</i>. 6. 50-58.</p> <p>[9] Eisenmann, T. R. (2013). <i>Entrepreneurship: A Working Definition</i>. <i>Harvard Business Review</i>.</p>
Specific article(s)	
Websites and other online resources	<p>[10] https://www.dummies.com/relationships/rules-for-effective-communication/</p> <p>[11] https://www.entrepreneur.com/article/340899. Why Good Listening Is a Critical Skill for Founders and Entrepreneurs</p> <p>[12] https://www.mindtools.com/pages/article/newCDV_76.htm. Entrepreneurial Skills. The Skills You Need to Build a Great Business</p> <p>[13] https://www.managers.org.uk/knowledge-bank/team-building www.Quora.com. What is the difference between team building and managing a team?</p>

VI. Facilities required for teaching and learning

- None