



ATTACHMENT 5.

T6. COURSE SPECIFICATIONS (CS)

Course Specifications

Institution: <i>Al Yamamah University</i>	Date: <i>19-02-2019</i>
College/Department : <i>College of Business Administration (COBA)</i>	

A. Course Identification and General Information

1. Course title and code: Entrepreneurship (MGT 303)			
2. Credit hours: 3			
3. Program(s) in which the course is offered. (If general elective available in many programs indicate this rather than list programs) <i>BSBA (Management)</i>			
4. Name of faculty member responsible for the course <i>Dr. Varanasi Prasad and Dr.G.S. Vijaya</i>			
5. Level/year at which this course is offered: Year 2			
6. Pre-requisites for this course (if any): MGT 102 - Organizational Behaviour			
7. Co-requisites for this course (if any): None			
8. Location if not on main campus: <i>Male campus and Female Campus</i>			
9. Mode of Instruction (mark all that apply):			
a. traditional classroom	<input checked="" type="checkbox"/>	What percentage?	<input type="text" value="80"/>
b. blended (traditional and online)	<input checked="" type="checkbox"/>	What percentage?	<input type="text" value="20"/>
c. e-learning	<input type="checkbox"/>	What percentage?	<input type="text"/>
d. correspondence	<input type="checkbox"/>	What percentage?	<input type="text"/>
f. other	<input type="checkbox"/>	What percentage?	<input type="text"/>
Comments: <i>In addition to lectures, case studies/ business scenarios, group discussions and presentations are used.</i>			

B Objectives

1. What is the main purpose for this course?

After the completion of the semester, students would be able:

1. To understand the venture concept
2. To understand how to transform a Product or Service Idea into a Product Line and Service Strategy
3. To understand the Venture Team organization.
4. To understand the various Sources of finance for startups and corporate ventures
5. To Write a Business Plan

2. Briefly describe any plans for developing and improving the course that are being implemented. (e.g. increased use of IT or web based reference material, changes in content as a result of new research in the field)

- *Update the content periodically.*
- *Using new references.*
- *Using web references.*

C. Course Description (Note: General description in the form used in Bulletin or handbook)

Course Description:

Entrepreneurship in a horizontal world involves taking on the further challenges of growing businesses across different cultures and managing a diverse mix of activities. The course will impart an understanding of the key characteristics of successful entrepreneurs and ventures – both start-up entrepreneurship as well as corporate entrepreneurship. It also instigates participants to establish or understand ventures, based on a realistic view of the benefits and tradeoffs. Finally, it provides the students with skills required in identifying and evaluating opportunities, developing strategies for growth and securing the resources required.

1. Topics to be Covered

List of Topics	No. of Weeks	Contact hours
1. Identifying Your Industry, The Target Sector in the Industry, and Type of Business	1	3
2. Developing the Venture Concept	1	3
3. Getting Into The Hearts and Minds of the Target Customers	1	3
4. Defining the Business Model for a Venture	1	3
5. Transforming a Product or Service Idea Into a Product Line and Service Strategy	1	3

6. Positioning Your Venture: Thinking Deeply About Competitors and Customers	1	3
7. A Reality Check on the Venture Concept and the Business Model	1	3
Mid semester exams and quizzes	1	3
8. Sources of Finance for Startups and Corporate Ventures	1	3
9. Projecting the Financial Performance and Requirements for the Venture	2	6
10. Organizing the Venture Team	1	3
11. Writing the Business Plan!	2	6
12. Making the Pitch	1	3
<i>Total</i>	15	45

2. Course components (total contact hours and credits per semester):

		Lecture	Tutorial	Laboratory/ Studio	Practical	Other:	Total
Contact Hours	Planned	45					45
	Actual						
Credit	Planned	3					3
	Actual						

3. Additional private study/learning hours expected for students per week.

Students are expected to prepare before coming to the class (3 hours per week), in order to participate in the class. Also, during the semester period they have to work on individual and group projects and that will require an average of 70 hours per semester excluding time devoted for studying for the final exams.

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4. Course Learning Outcomes in NQF Domains of Learning and Alignment with Assessment Methods and Teaching Strategy

On the table below are the five NQF Learning Domains, numbered in the left column.

First, insert the suitable and measurable course learning outcomes required in the appropriate learning domains (see suggestions below the table). **Second**, insert supporting teaching strategies that fit and align with the assessment methods and intended learning outcomes. **Third**, insert appropriate assessment methods that accurately measure and evaluate the learning outcome. Each course learning outcomes, assessment method, and teaching strategy ought to reasonably fit and flow together as an integrated learning and teaching process. (Courses are not required to include learning outcomes from each domain.)

Code #	NQF Learning Domains And Course Learning Outcomes	Course Teaching Strategies	Course Assessment Methods
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1.0	Knowledge		
1.1	<i>Reproduce definitions and concepts of Entrepreneurship.</i>	<i>Lectures, assignments and group discussion</i>	<i>Quizzes, Midterm, Final exam and case studies</i>
1.2	<i>Discuss theories and models of Entrepreneurship.</i>	-----do-----	-----do-----
2.0	Cognitive Skills		
2.1	<i>Application of Entrepreneurship concepts, theories and models to case studies.</i>	<ul style="list-style-type: none"> ▪ Giving assignment where students need to apply skills to solve the problems mentioned in the assignment. ▪ Arranging tutorials that includes discussion of issues and problems where analytical skills are needed to solve it. ▪ Conducting in-class assignments including some open-ended problem solving cases/tasks where students need to select appropriate methods or solutions. 	<ul style="list-style-type: none"> ▪ Each test given during semester to include at least one item requiring students to apply formulae or conceptual insight in solution of a new problem. ▪ End of semester test in each course to include items requiring students to identify and use appropriate analytical tools for a new problem.
2.2	<i>Application of Entrepreneurship concepts, theories and models to business plan.</i>	-----do-----	-----do-----
3.0	Interpersonal Skills & Responsibility		
3.1	<i>The ability to work effectively individually and in groups when appropriate.</i>	<ul style="list-style-type: none"> ▪ Each course includes at least one group discussion. ▪ Assessments include evaluation of standard of report by group and individual performance rating on contribution made. 	<ul style="list-style-type: none"> ▪ Assessment of group and individual assignments within each course.
3.2			
4.0	Communication, Information Technology, Numerical		
4.1	<i>Ability to communicate effectively in oral and written forms.</i>	<i>Communication:</i> <i>Students are required to read course text and cases on a weekly basis and are</i>	<i>Direct assessment of basic skills including communication skills in English Language</i>

		<i>tested on each of these reading assignments through class participation.</i> <u>Oral</u> presentation of group project is required with equal time for each group member.	<i>and use of analytical skills through presentations.</i>
4.2			
5.0	Psychomotor		
5.1	<i>Not Applicable</i>		
5.2			

5. Schedule of Assessment Tasks for Students During the Semester			
	Assessment task (i.e., essay, test, quizzes, group project, examination, speech, oral presentation, etc.)	Week Due	Proportion of Total Assessment
1	Quizzes	Through the term	20
2	Midterm	Week 8	20
3	Assignment and presentation	Week 14	10
4	Final Test	Week 16/17	40
5	Assignments - Individual / group	Through the term	10

D. Student Academic Counseling and Support

<p>1. Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice. (include amount of time teaching staff are expected to be available each week)</p> <ul style="list-style-type: none"> ▪ <i>In addition to class lectures time, faculty members assign minimum 10 hours per week for student consultations and academic advice. The consultation time is mentioned in the Faculty Time Table and is display on the faculty member's office door.</i> ▪ <i>During the registration period, faculty members also spend time for review and approving students' registration form. Each faculty member is assigned a group of students for advising. The list is posted in the faculty office and students are advised to visit the faculty member during the time mentioned in his/her faculty time table.</i>

E Learning Resources

1. List Required Textbooks <u>Meyer</u> . M.H &, <u>Crane</u> . F. G, (2011). <u>Entrepreneurship: An Innovator's Guide to Startups and Corporate Ventures</u> . <i>Sage Publications, Inc.</i> USA.
2. List Essential References Materials (Journals, Reports, etc.) Google Scholar for latest references.
3. List Electronic Materials, Web Sites, Facebook, Twitter, etc. <i>Cases and handouts distributed to students through LMS and in class.</i>
4. Other learning material such as computer-based programs/CD, professional standards or regulations and software. <ul style="list-style-type: none"> • <i>College library contains all required references including additional materials that support the course content.</i> • <i>Digital libraries on the University online library includes many journals, eBooks and periodicals are available for students.</i>

F. Facilities Required

Indicate requirements for the course including size of classrooms and laboratories (i.e. number of seats in classrooms and laboratories, extent of computer access, etc.)
1. Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.) <ul style="list-style-type: none"> ▪ <i>A classroom with 30 seating capacity is required.</i> ▪ <i>Classroom should be equipped with multimedia projector and Internet access.</i>
2. Technology resources (AV, data show, Smart Board, software, etc.) <ul style="list-style-type: none"> ▪ <i>Currently there is no need of any special computing resources.</i>
3. Other resources (specify, e.g. if specific laboratory equipment is required, list requirements or attach list) <i>Not required.</i>

G Course Evaluation and Improvement Processes

1. Strategies for Obtaining Student Feedback on Effectiveness of Teaching <ul style="list-style-type: none"> ▪ <i>During week 13 and 14, the YU's "Student Affairs" department conducts a survey covering all aspects relating to their learning experience for the concerned course. Students are given questionnaire on different areas of the course including the effectiveness of the course.</i> ▪ <i>There are two ways that the survey is undertaken: manually by distributing the printed forms to the students during the class meeting hours and by electronically, where students are required to participate in the online survey.</i> ▪ <i>The responses are forwarded to the "Information Centre" where it is analysed and reports are prepared.</i> ▪ <i>The report is called "Course Evaluation Survey" or CES and is submitted to the department chairman, who shares the report with the respective faculty members.</i>

<p>2. Other Strategies for Evaluation of Teaching by the Instructor or by the Department</p> <ul style="list-style-type: none">▪ <i>Staff Submit course report at the end of each semester.</i>▪ <i>Classroom observations are conducted by the Department chairman during class periods, especially for the newly recruited faculty members.</i>▪ <i>A form with some standard questions regarding classroom activities is used to evaluate the performance of the faculty members during the classroom visits.</i>▪ <i>Faculty members are informed about the classroom visits without notifying a specific day for the visit.</i>▪ <i>The reports are shared with the faculty members.</i>
<p>3. Processes for Improvement of Teaching</p> <p><i>The process for improving the teaching includes the following:</i></p> <ul style="list-style-type: none">▪ <i>Workshops and seminars are conducted throughout academic year to address specific teaching strategies and improvements.</i>▪ <i>Feedbacks from students using different types of survey are shown and discussed with faculty members to improve the teaching.</i>
<p>4. Processes for Verifying Standards of Student Achievement (e.g. check marking by an independent member teaching staff of a sample of student work, periodic exchange and remarking of tests or a sample of assignments with staff at another institution)</p> <p><i>The University periodically uses collaborative faculty reviews to ascertain standards of student achievement.</i></p>
<p>5. Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.</p> <p><i>The College Board periodically calls for the review of courses in the various disciplines to ensure they are current and applicable, especially for the periodic reports and evaluations to the MOE.</i></p>

Name of Course Instructor: Dr. Varanasi Prasad and Dr.G.S. Vijaya

Signature: _____ Date Specification Completed: 19-02-2019

Program Coordinator: _____

Signature: _____ Date Received: _____