



Jordan University of Science and Technology
Faculty of Science & Arts
Humanities Department

HSS119 Entrepreneurship And Innovation

First Semester 2021-2022

Course Catalog

2 Credit Hours. هذا المساق هو مساق تمهيدي للريادة والابداع. تعريف وتحديات الريادة والابداع. التفكير الابداعي للقيام بمشاريع عمل منتجة. الربط بين الأفكار. الإبداعية والفرص المتاحة. دراسات الجدوى الاقتصادية، كتابة المقترحات، تمويل المشاريع، مقدمة عن ملخص المشروع مقارنة قياس الأداء، تحليل المعلومات التجارية، الفرص الجديدة، أهداف العمل، تقييم الإدارة والافراد، المحافظة وتعزيز الأعمال القائمة، التغلب على نقاط الضعف، الخطط التشغيلية، تأثير وإدارة التغيير.

Text Book

Title	Essentials of Entrepreneurship and Small Business Management
Author(s)	Norman M. Scarbrough and Jeffrey R.Cornwall
Edition	8th Edition
Short Name	Hss119
Other Information	

Class Schedule & Room

Tentative List of Topics Covered

Weeks	Topic	References
Week 1	The world of the entrepreneur, entrepreneurial activity across the globe, characteristics of entrepreneurs, most important qualities of an entrepreneur, benefits of entrepreneurship	
Week 2	Drawbacks of entrepreneurship feeding the entrepreneurial fire, the cultural diversity of entrepreneurship	
Week 3	The power of small business, avoiding the pitfalls of small business failure, assignment 1, creativity, innovation, and entrepreneurship, creativity: essential for survival.	
Week 4	Creativ thinking, right brained -thinkers skills, barriers to creativity.	

Week 5	Enhancing organizational creativity ,enhancing organizational creativity	
Weeks 6, 7	The creative process, techniques for improving the creative process.	
Week 8	Intellectual property protection ,patent ,trade mark , copyright , assignment 2	
Week 9	Conducting a feasibility analysis and designing a business model, new business planning process	
Week 10	Idea assessment ,elements of feasibility analysis and industry/market feasibility analysis	
Week 11	Porter's five forces model	
Week 12	Product or service feasibility analysis , financial feasibility analysis	
Week 13	Entrepreneur feasibility , developing and testing a business model assignment 3	
Week 14	Crafting a business plan , goals and benefits of a business plan ,the three tests of a business plan : reality , competitive , and value test	
Week 15	Elements of the business plan , the 5 C's of credit , assignment 4	

Mapping of Course Outcomes to Program Student Outcomes	Course Outcome Weight (Out of 100%)	Assessment method
Be able to determine if entrepreneurship is an appropriate career choice for you.	20%	
Be able to conduct a feasibility analysis to determine the viability of a business concept and construct a business model	20%	
Be able to evaluate product or service viability	10%	
Be able to describe the advantages and disadvantages of the typical sources of financing.	10%	
Be able to develop those personal attributes and generally applicable (horizontal) skills that form the basis of an entrepreneurial mindset and behavior	20%	
Raising students' awareness of self-employment and entrepreneurship as possible career options	10%	
Providing specific business skills and knowledge of how to start and successfully run a company	10%	

Relationship to Program Student Outcomes (Out of 100%)				
Abc	Abc	HSS	HSS	HSS

Evaluation	
Assessment Tool	Weight
midterm	40%
final	60%

Policy	
Exams	all exams are closed book and notes. the final exam is comprehensive (covers all the material)
Cheating	Prohibited and in case of cheating the student will be subject to punishment according to the university regulations

Date Printed: 2021-11-14