



**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. HSS 119 course introduces students to the theory of entrepreneurship and its practical implementation. It focuses on different stages related to the entrepreneurial process, including, ideation, idea assessment, feasibility analysis, business model innovation, building business plan, small business management as well as strategies that improve the performance of new business. Students will exercise ethical interpretation of the intellectual property context and related regulations. The course is centered around a mixture of theoretical exploration as well as case studies of real-world examples and invited successful entrepreneurs, students will develop an understanding of the successes, opportunities, and risks of entrepreneurship. This course has an interdisciplinary approach and is therefore open to students from all Majors.

**Text Book**

<b>Title</b>	Essentials of Entrepreneurship and Small Business Management
<b>Author(s)</b>	Norman M. Scarborough and Jeffrey R. Cornwall
<b>Edition</b>	8th Edition
<b>Short Name</b>	Textbook
<b>Other Information</b>	

**Instructor**

Name	<b>Dr. Mutawakil Obeidat</b>
Office Location	D3 L0
Office Hours	Sun : 10:30 - 11:30 Mon : 12:00 - 13:00 Tue : 11:15 - 12:15 Wed : 11:00 - 13:00 Thu : 13:00 - 14:00
Email	mobeidat@just.edu.jo

**Instructor**

Name	<b>Dr. YAHIA AL-SMADI</b>
Office Location	Autonomous Platforms Lab
Office Hours	
Email	ymsmadi@just.edu.jo

Instructor	
Name	<b>Mr. Qais Marji</b>
Office Location	A2 L-3
Office Hours	Sun : 15:00 - 16:00 Mon : 11:00 - 13:00 Tue : 12:30 - 14:30 Wed : 11:00 - 13:00
Email	mqais@just.edu.jo

Instructor	
Name	<b>Prof. Qutaibah Khatatbeh</b>
Office Location	D3
Office Hours	Sun : 09:00 - 11:00 Mon : 09:00 - 11:00 Wed : 09:00 - 11:00 Thu : 09:00 - 10:00
Email	qutaibeh@just.edu.jo

Instructor	
Name	<b>Dr. Basil Amarneh</b>
Office Location	23618
Office Hours	Sun : 09:00 - 11:00 Mon : 10:00 - 12:00 Tue : 09:00 - 11:00 Wed : 10:00 - 12:00
Email	amarneh@just.edu.jo

Class Schedule & Room
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Section 1:  
Lecture Time: U : -  
Room: U

Section 2:  
Lecture Time: U : -  
Room: U

Section 3:  
Lecture Time: U : -  
Room: U

Section 4:  
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Room: U

Section 5:  
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Room: U

Section 6:  
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Section 7:  
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Section 8:  
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Section 9:  
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Section 10:  
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Room: U

Section 11:  
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Room: U

Section 12:  
Lecture Time: U : -  
Room: U

### Tentative List of Topics Covered

Weeks	Topic	References
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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 businesses, avoiding the pitfalls of small business failure, creativity, innovation, and entrepreneurship, creativity: essential for survival,	
Week 4	Creative thinking, right-brained-thinkers' skills, barriers to creativity	
Week 5	Enhancing organizational creativity, enhancing organizational creativity	
Week 6	The creative process, techniques for improving the creative process	
Week 7	Intellectual property protection; patent, trade mark, copyright,	
Week 8	Conducting a feasibility analysis and designing a business model; new business planning process	
Week 9	Idea assessment, elements of feasibility analysis, industry/market feasibility analysis	
Week 10	Porter's five forces model	
Week 11	Product or service feasibility analysis, financial feasibility analysis	
Week 12	Entrepreneur feasibility, developing and testing a business model	
Week 13	Crafting a business plan, goals and benefits of a business plan, the	
Week 14	Elements of the business plan, the "5 Cs" of credit	

<b>Mapping of Course Outcomes to Program Student Outcomes</b>	<b>Course Outcome Weight (Out of 100%)</b>	<b>Assessment method</b>
Demonstrate working understanding of the requirements to be a successful entrepreneur including self-awareness, creativity, reflective practice, and strategies to motivate, lead and manage necessary change	60%	Midterm, Assignments and Project, Final Exam + CISCO
Demonstrate the capacity to successfully work independently with personal accountability	40%	Midterm, Assignments and Project, Final Exam + CISCO

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

Evaluation	
Assessment Tool	Weight
Midterm	10%
Assignments and Project	40%
Final Exam + CISCO	50%

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