



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

Course Information	
Course Title	Leadership and innovation
Course Number	HSS 119
Department of Basic Sciences and Humanities	humanity@just.edu.jo
Prerequisites	None
Course Website	E-learning platform, Jordan University of Science and Technology
Year 2023/2024	Semester: Fall

Course Aims and Objectives	
The overall objective of this course is to help students evaluate the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. Students will learn about themselves, their decisions, and their goals to determine how entrepreneurship can play a role in their lives. Students will also be introduced to entrepreneurship from an economic perspective and the concepts of environmentally sustainable practices and social entrepreneurship	
Specific Objectives	
To determine if entrepreneurship is an appropriate career choice for you.	
To conduct a feasibility analysis to determine the viability of a business concept and construct a business model.	
To evaluate product or service viability	
To describe the advantages and disadvantages of the typical sources of financing.	
Developing those personal attributes and generally applicable (horizontal) skills that form the basis of an entrepreneurial mindset and behavior	
Raising students' awareness of self-employment and entrepreneurship as possible career options	
Providing specific business skills and knowledge of how to start and successfully run a company	

Course Description	
2 Credit hours (2 h lectures). This course is an introductory course to entrepreneurship. Definition and challenges of entrepreneurship, creative thinking to do productive work projects, the link between creative ideas and available opportunities, feasibility studies, writing proposals, funding of projects, introduction of business profile, comparative measures of performance, analysis of business information, new opportunities, business objectives, evaluation of management and personnel, maintaining and strengthening existing business, overcoming weakness, operational plans, impact and management of change	

Text Book	
Title	Essentials of Entrepreneurship and Small Business Management
Author(s)	Norman M. Scarborough and Jeffrey R. Cornwall
Publisher	Pearson
Year	2016
Edition	8 th
References	Entrepreneurship: Starting and Operating A Small Business, 4th Edition, Mariotti & Glackin, Pearson. Entrepreneurship: Successfully Launching New Ventures, 5th Ed. Barringer & Ireland, Pearson الريادة وإدارة العمال الصغيرة، فايز النجار، عبدالستار العلي، دار الحامد للنشر والتوزيع 2010

Intended Student Learning Outcomes(ISLOs)
Building an entrepreneurial culture
Conducting a feasibility analysis
Building business plan
Launching a business
Putting the business plan to work (sources of funding)

Teaching & Learning Methods
To get the most out of this course, you should attend every class meeting. Much of the understanding of the material contained in the text will be presented in the lecture and any difficulties you have solving the assigned problems will be addressed in the lecture. Therefore, you should make every effort to attend all class meetings.
The chapters will be covered through lectures, homework, outside activities, case studies

Assessment Policy				
Assessment Type	Date	Time	Place	Percent of Grade
Midterm exam	Thu 8/12/2016	2-4	10H4, N2, NB66, NB63, SA1	40%
Assignment	TDL	TDL	TDL	20%
Project presentation	TDL	TDL	TDL	10%
Final Exam	TDL	TDL	TDL	30%
Total				100%

Course Content
Chapter 01: The Foundations of Entrepreneurship
<i>Ch.01 Activities</i>
Activity 1: Work with a team of your classmates to develop ideas about what your college or university could do to create a culture of entrepreneurship on you campus or in your community.
Activity 2: List five business opportunities in your neighborhood and the need(s) or want(s) each would satisfy.
Activity 3: Interview an entrepreneur in your community. Before the interview, brainstorm ten questions in the four categories below.
a. Information gathering: Open the interview with questions about the entrepreneur’s family (any other entrepreneurs?) and educational and work background.
b. About the business: Next, ask questions about how the business was started. How did the entrepreneur recognize an opportunity and develop it?
c. Running the business: Ask about what problems came up as the business got under way and how they were solved.
d. Reflection—Ask the entrepreneur to reflect on his or her experience. What advice would he or she give to an aspiring entrepreneur? Has running a business been rewarding?
Chapter 02: Inside the Entrepreneurial Mind: From Ideas to Reality
<i>Ch.02 Activities: TDL</i>
Chapter 03: Conducting a Feasibility Analysis and Designing a Business Model
<i>Ch.03 Activities: TDL</i>
Chapter 03: Crafting a Business Plan and Building a Solid Strategic Plan
<i>Ch.04 Activities: TDL</i>