

Jordan University of Science and Technology
Faculty of Science and Arts
Department of Humanities
First Semester 2020/2021

Course Specifications

Title & Instructor	
Course Title	Entrepreneurship & Creativity
Course Number	HSS 119
Prerequisites	none
Course Website	
Coordinator	Dr. Mutawakil Obeidat
Office Location	Deanship of Faculty of Science and Arts
Office Phone	
Office Hours	
E-mail	mobeidat@just.edu.jo
Teaching Assistant	none

Course Aims and Objectives	
<p>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 be introduced to entrepreneurship from an economic perspective and the concepts of environmentally sustainable practices and social entrepreneurship. Students will learn ways to enhance their creativity.</p>	
Objectives	Weights
1) To determine if entrepreneurship is an appropriate career choice for you	20%
2) To learn ways of creativity enhancement	20%
3) To learn how to protect intellectual property: patent, trademark, copyright	15%
4) To learn the steps of a new business planning process	10%
5) To learn how to conduct a feasibility analysis to determine the viability of a business concept and construct a business model	20%
6) To learn writing a business plan	15%

Course Description
<p>2 Credit hours (2 h lectures). This course is an introductory course to entrepreneurship and creativity. 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</p>

Text Book & References	
Title	Essentials of Entrepreneurship and Small Business Management
Author(s)	Norman M. Scarborough and Jeffrey R. Cornwall
Publisher	Pearson
Year	2016
Edition	8 th
Book Website	
References	-Entrepreneurship: Starting and operating a small business, 4 th Edition, Mariotti & Glackin, Pearson. -Entrepreneurship: Successfully Launching New Ventures, 5th Ed. Barringer & Ireland, Pearson

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Intended Student Learning Outcomes(ISLOs)		
Upon successful completion of this course, students should be able to:		
ISLOs	Related Objective(s)	Reference(s)
1)explain the importance of small businesses and entrepreneurship	1	Chapter 1; assignment 1
2)enhance individual creativity, explain the creative process, and explain how to protect intellectual property	2&3	Chapter 2; assignment 2
3)clarify the importance of the planning process for a new business and idea assessment	4	Chapter 3: assignment 3
4)carry out a feasibility analysis	5	Chapter 3; assignment 4
5)build a business plan	6	Chapter 4; assignment 5

Teaching & Learning Methods
This course is an online course ; you can get all the necessary material from the E-Learning: https://elearning.just.edu.jo/ . The material downloadable through the E-Learning include lecture notes, videos, book chapters, assignments, and supplementary material etc. Exams and quizzes will be online. After solving the assignments, you should submit it online.

Assessment		
Assessment Type	Expected Due Date	Weight
Midterm Exam	Will be announced	30%
Final Exam	Will be announced	50%
Quizzes	Will be announced	10%
Assignments & Projects (Cisco)	Will be announced	10%

Useful Resources
Internet

Course Content		
Week	Topics	Chapter in Text/handouts
1	The world of the entrepreneur, entrepreneurial activity across the globe, characteristics of entrepreneurs, most important qualities of an entrepreneur, benefits of entrepreneurship,	Chapter 1
2	Drawbacks of entrepreneurship, feeding the entrepreneurial fire, the cultural diversity of entrepreneurship	Chapter 1
3	The power of small businesses, avoiding the pitfalls of small business failure, assignment 1, creativity, innovation, and entrepreneurship, creativity: essential for survival	Chapter 1 & 2/handout
4	Creative thinking, right-brained-thinkers' skills, barriers to creativity	Chapter 2
5	Enhancing organizational creativity, enhancing organizational creativity	Chapter 2
6	The creative process, techniques for improving the creative process	Chapter 2/handout
8	Intellectual property protection; patent, trade mark, copyright, assignment 2	Chapter 2
9	Conducting a feasibility analysis and designing a business model; new business planning process	Chapter 3
10	Idea assessment, elements of feasibility analysis, industry/market feasibility analysis	Chapter 3
11	Porter's five forces model	Chapter 3
12	Product or service feasibility analysis, financial feasibility analysis	Chapter 3
13	Entrepreneur feasibility, developing and testing a business model, assignment 3	Chapter 3/handout
14	Crafting a business plan, goals and benefits of a business plan, the three tests of a business plan: reality, competitive, and value tests	Chapter 4
15	Elements of the business plan, the "5 Cs" of credit, assignment 4	Chapter 4/handout

Additional Notes	
Exams	All exams are closed book and notes. The final exam is comprehensive (covers all the material). Incomplete exams need approval from the dean.
Cheating	Prohibited; and in case of cheating the student will be subjected to punishment according to the university regulations
Attendance	
Participation	