

## Al Quds University

### Faculty of Business and Economics / Business Department

#### Entrepreneurship 2/ Course Outline

##### **Introduction:**

Unemployment rates are getting higher and higher in the last two decades in Palestine in a growing increase. It becomes more and more difficult to compete in the labor market since thirty thousand university graduates are entering the labor market yearly. University graduates need to have more competencies and qualifications to suit the labor market. Entrepreneurship courses will work as important tools to enhance the employability skills of the university students as well as the self employment skills.

##### **Description:**

The course will cover the basic fundamental skills and functions needed to start a new business. Thinking of being unique, able to produce and sell and understanding the product life cycle are issues to be covered in this course.

##### **Objectives:**

The course aims at focusing at the following objectives:

01. Deciding on the start up for the business
02. Knowing the environment and the supporting agencies
03. Financing your ideas at low cost
04. Understanding how to promote, distribute and make the first sales
05. Maintain the sustainability of your business

##### **Delivery**

The course can be delivered to all university students who have passed the Entrepreneurship 1. The number of sections will depend on the availability of lecturers.

The course is three credit hours and will be delivered as one virtual hour and two contact hours.

Guest speakers will be part of the delivery of this course.

##### **Texts:**

Some materials of the course have to be prepared at Al Quds University in the form of handouts. Depending on the language of the course (English or Arabic), a list of text books can be prepared and purchased.

**Student's participation:**

The course is highly interactive and depends on the interaction with the students. If the demand on the course is high and greater than the capacity, then a selection criterion should be set and chosen.

The students are requested to prepare their business plans throughout the course and present it at the end of the course.

**Contents:**

The following topics will be the main part of this course. These are:

01. Govt. intervention policies and institutions
02. General availability of SME finance/bank lending etc
03. Buying an existing firm or starting a new one?
04. Producing or outsourcing
05. Promoting and selling your products and services
06. Managing the business
07. Electronizing your business
08. Legal considerations
09. Sustainability

**Evaluation:**

There will be one midterm exam, a final exam and a lot of assignments and cases through the semester.