

Al Quds University

Faculty of Business and Economics / Business Department

Entrepreneurship 1/ Course Outline

Introduction:

Over recent years unemployment rates are getting higher in Palestine. It is becoming more difficult to compete for jobs since thirty thousand university graduates are entering the labor market yearly. University graduates need to have specific competencies and qualifications to suit the modern labor market. Entrepreneurship courses will work as important tools to enhance the employability skills of the university students as well as their self-employment skills.

Description:

The course will cover the advanced skills needed to improve the personal characteristics and enhance the interpersonal skills of the students. Broadening the students' visions and focusing on internal success factors are other parts of the course. This would cover self-employment and working in SMEs.

Objectives:

The course aims at focusing at the following objectives:

01. Inspiring entrepreneurial behavior
02. Developing the students' skills and attitudes
03. Creating empathy with the entrepreneurial real-world
04. Raising awareness of entrepreneurship characteristics and values
05. Enhancing the interpersonal and personal characteristics in line with self-employment

Delivery

The course is sufficiently flexible so that it can be delivered to all university level students in all faculties as an elective course. The number of sections depends on the availability of lecturers.

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

One issue that is very relevant to this course is the nature of delivery and student engagement in the delivery of the modules. It should perhaps be stated under delivery that there will be an

expectation of strong student engagement and participation (as you point out later) and methods of engagement of students referred to, if possible.

Guest speakers will be part of the delivery of this course in order to provide real-world examples of entrepreneurship for the students.

Texts:

Some material of the course has to be prepared at Al Quds University in the form of handouts including an overall module handbook. In addition, depending on the language of the course (English or Arabic), a list of text books can be prepared.

Student participation:

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

Contents:

The following topics will be the main part of this course and include the following:

01. Overview and Need for Entrepreneurship
02. SME successes and failures
03. SME importance in the economy
04. Entrepreneurial life, motivation and characteristics
05. Time and self management
06. Introducing creativity, invention and innovation
07. Entrepreneurial leadership and team-work
08. Defining goals and objectives
09. Networking, negotiation and choosing partners
10. Be prepared for future competition

Evaluation:

There will be one mid-term exam, a final exam and a number of assignments and cases through the semester.