

COURSE PLAN

FIRST: BASIC INFORMATION

College					
College	Faculty of Business				
Department	Project Planning and Management				
Course					
Course Title	Innovation & Entrepreneurship				
Course Code	36009113				
Credit Hours	3				
Prerequisite	-----				
Instructor					
Name	Dr. Omar Suleiman Arabeyyat				
Office No.	2 nd floor, Faculty of Engineering				
Tel (Ext)	-----				
E-mail	arabiat@bau.edu.jo				
Office Hours	10:00am – 2:00 pm Sun, Tues, Thurs.				
Class Times	Building	Day	Start Time	End Time	Room No.
2:00-5:00 pm	Salt Academy	Tuesday	2:00 pm	5:00 pm	006
Text Book					
<ol style="list-style-type: none"> 1. Mauborgne, René, <u>Blue Ocean Strategy</u>, Boston, Harvard Business School Press, 2005. ISBN: 1-59139-619-0. 2. Snyder, Duarte, <u>Unleashing Innovation</u>, How Whirlpool Transformed an Industry, Jossey-Bass, 2008. ISBN: 978-0-470-19240-5. 3. Heath, Heath, <u>Made to Stick</u>, New York, Random House, 2007, 2008. ISBN: 978-1-4000-6428-1. 					
References					
<ol style="list-style-type: none"> 1. Drucker, "Discipline of Innovation"; (available at www.hbsp.org) 2. Bryan, "Just in Time Strategy" (available at class web site: http://groups.google.com/group/harvardinnovation) 3. Christensen et al., "Marketing Malpractice" (available at www.hbsp.org) 4. Ruokolainen, Jari, "Constructing the first customer reference to support the growth of a start-up software technology company", European Journal of Innovation Management, Volume 11, Number 2, 2008, pp. 282 – 305 5. Davis, Olson, "Critical competitive strategy issues every entrepreneur should consider before going into business (available at www.hbsp.org) 6. Nohria, Joyce, "What Really Works" (available at www.hbsp.org) 7. Seybold, Patricia, "Get Inside the Lives of Your Customers (available at www.hbsp.org). 8. Neely, A., Najjar, M. (2006), "Management learning not management control: the true role of performance measurement", California Management Review, Vol. 48 No.3, pp.101-16. (available at http://cmr.berkeley.edu/search/articleDetail.aspx?article=5399). <p>- Hand-outs and other materials as assigned.</p>					

SECOND: PROFESSIONAL INFORMATION

COURSE DESCRIPTION

How to create new businesses and capture new markets. How to enhance the organization effectiveness through improving productivity or innovation, or both. New discoveries, new technologies, competition, and quality compel both entrepreneurs and existing firms to foster innovation and agility. This course examines the theory and practice of promoting and managing innovation in start-ups and existing firms. It explores successful frameworks, strategies, funding techniques, business models, risks, and barriers for introducing break-through products and services. Topics include business model innovation, design-driven innovation, leadership, strategy, information technology, knowledge management, process improvement, performance measurement, quality, and change management.

COURSE OBJECTIVES

To learn students how to develop skills for evaluating, articulating, refining, and pitching a new product or service offering, either as a start-up business or a new initiative within an existing firm. This course is appropriate for all students interested in innovation and design as necessary components of new businesses today.

COURSE LEARNING OUTCOMES

Upon the completion of this course students will be able to:

1) Knowledge and Understanding

- Define Entrepreneurship, business plan.
- Recognize the importance of Entrepreneurship and innovation.
- Identify the goal settings process.

2) Professional Skills

- Evaluation the benefits of customer relationship with innovation.
- Asses the steps in innovation planning process using different systems.

3) Competences (Transferable skill and attributes)

- Identify how goal settings can support effective human planning.
- Critique the different innovation and business systems.
- Evaluate the issues associated with entrepreneurship and innovation.

COURSE SYLLABUS

Week	Course Topic	Notes
Week 1	Course overview, Introductions. Personal objectives.	
Week 2	Entrepreneurship Fundamentals and Entrepreneur, Business Plan	
Week 3	Essential Entrepreneurial Qualities and Capabilities, Goal Settings	

Week 4	Essential Entrepreneurial Qualities and Capabilities	
Week 5	Fundamental concepts of Innovation, Innovation vs. Creativity	
Week 6	Seven Sources for Innovative Opportunity	
Week 7	Managing for innovation	
Week 8	Midterm exam	Midterm Exam
Week 9	“Design Thinking” as strategic innovation	
Week 10	Micro and Small Enterprises, Project Management	
Week 11	Engineering Entrepreneurship	
Week 12	Green Entrepreneurship	
Week 13	Education Entrepreneurship	
Week 14	Social Entrepreneurship, Goal project Presentation	
Week 15	Business Plan Presentations(Project)	
Week 16	Final exam	Final Exam

COURSE LEARNING RESOURCES

This module will be taught using available resources including: lectures, data show and materials uploaded to the e-learning system.

ONLINE RESOURCES

- <http://www.entrepreneursforum.net/>

ASSESSMANT TOOLS

ASSESSMENT TOOLS	%
Participation/attendance	5
Presentation	5
Mid Exam	40
Final Exam	50
TOTAL MARKS	100

THIRD: COURSE RULES ATTENDANCE RULES



Attendance and participation are extremely important, and the usual University rules will apply. Attendance will be recorded for each class. Absence of 10% will result in a first written warning. Absence of 15% of the course will result in a second warning. Absence of 20% or more will result in forfeiting the course and the student will not be permitted to attend the final examination. Should a student encounter any special circumstances (i.e. medical or personal), he/she is encouraged to discuss this with the instructor and written proof will be required to delete any absences from his/her attendance records.

GRADING SYSTEM

Example:

Points	Grade
4	A
3.75	A-
3.5	B+
3	B
2.75	B-
2.5	C+
2	C
1.75	C-
1.5	D+
1	D
0.75	D-
0.5	F

REMARKS

Use of Mobile Devices, Laptops, etc. During Class, unexpected noises and movement automatically divert and capture people's attention, which means you are affecting everyone's learning experience if your cell phone, laptop, etc. makes noise or is visually distracting during class. For this reason, students are required to turn off their mobile devices and close their laptops during class.

Academic Integrity. Students, who copy assignments, allow assignments to be copied, or cheat on tests will fail the assignment or test on the first offense, and may fail the entire course on the second. Plagiarism means using words, ideas, or arguments from another person or source without citation. Cite all sources consulted to any extent (including material from the internet), whether or not assigned and whether or not quoted directly.

COURSE COORDINATOR

Course Coordinator:

Department Head:

Signature:

Signature:

Date:

Date: