



The University of Jordan
School of Engineering
Industrial Engineering Department
Spring 2017/2018

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| Course name: | (Entrepreneurship and Creativity) Special Topics in Management |
| Course code: | 0936500 |
| Credits hours | 3 Hours |
| Contact hours/room: | 1:30 (Hr: Min) / Class |
| Course instructor's name, E-mail, and phone: | Dr. Yousef Al Abdallat abdallat@ju.edu.jo Ex 22722 |
| Course Coordinator: | Dr. Yousef Al Abdallat |
| Text book: | <ul style="list-style-type: none">• John Bessant and Joe Tidd, Innovation and Entrepreneurship, 3rd Edition, Wiley.• Writing an Effective Business Plan, Fourth Edition, Deloitte & Touché. |
| Other reference(s): | <ul style="list-style-type: none">• ألكسندر أوسترفالدر، تصميم القيمة المقدمة، جبل عمان للنشر.• ألكسندر أوسترفالدر، ابتكار نموذج العمل التجاري، جبل عمان للنشر. |
| Course Description: | <p>Selected Topics in Engineering Management (Innovation and Entrepreneurship) course aims to introduce innovation and entrepreneurship terminologies and concepts, equip the students with the knowledge and skills needed to create their own innovative ideas and advancing rational projects able to be executed in industrial, agricultural, commercial, service sectors and many others. This course utilizes theoretical and practical approaches and learning methodologies to train students and enable them to discover opportunities and boost their own capacity in this field. The course entails the following offered topics: Entrepreneurial thinking and innovation: Culture and Systems, business planning and modelling, projects and small enterprises management, social entrepreneurship, Intellectual Property (IP), technology promoting and projects funding and capitalizing.</p> <p>Success requirements and indicators in this course are based on the students' ability to write a mandatory and comprehensive business plan for their newly developed ideas.</p> |
| Providing Department: | Industrial Engineering |
| Prerequisite Course: | N/A |
| Course type | |

| Assessment Methods: | Method | Weight % | Date |
|---------------------|------------|----------|------|
| | Home Works | 5 | |
| | Quizzes | 10 | |
| | Mid Exam | 25 | |
| | Projects | 20 | |
| | Final Exam | 40 | |

| Course Learning Outcomes: | # | After successful completion of this course, the student will be able to | SO |
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| | CLO1 | Explain and illustrate theories of business innovation and entrepreneurship. | j |
| | CLO2 | Create new business ideas for markets by using critical thinking tools. | (SO. e), (SO. k) |
| | CLO3 | Design and construct a prototype for the developed entrepreneurial idea. | (SO. c) |
| | CLO4 | Develop and write a well-standing business plan to potential investors or internal stakeholders. | (SO. j) |
| | CLO5 | Build a Multidisciplinary-Team for the entrepreneurial process. | (SO. d) |
| | CLO6 | Articulate an effective elevator pitches to gain support for the venture. | (SO. g) |

| Brief list of topics | Week # | Topic |
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| | 1 | Orientation |
| | 2-3 | Innovation: Definition, Types, Approaches and Examples |
| | 4-5 | Introduction to Entrepreneurship |
| | 6 | Preliminary Ideation & Teaming |
| | 7 | Business Ideation (I): Idea Creation |
| | 8 | Business Ideation (II): Idea Validation and Iteration |
| | 9 | Prototyping |
| | 10 | Pitching (I) |
| | 11 | Business Plan And Business Model Canvas |
| | 12-13 | Writing A Comprehensive Business Plan |
| | 14-16 | Pitching (II) |

| Important Notes: |
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| <ul style="list-style-type: none"> Do not hesitate to ask questions You are required to bring a notebook and take notes in classes. Students are expected to attend every class session and they are responsible for all material, announcements, schedule changes, etc., discussed in class. Discuss the assignments among yourselves |

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| | <ul style="list-style-type: none"> • Don't Cheat; direct copying of others work will NOT be allowed or tolerated and will result in a reduction of grade. If you are found to be cheating in any way, on an exam or assignment, even signing the roll sheet for another student, you will be given an "F" for the course. There will be no exceptions. • All cases of academic dishonesty will be handled in accordance with university policies and regulations. JU policy requires the faculty member to assign ZERO grade (F) if a student misses 15% of the classes that are not excused, and 20% of the classes that are excused • Students are expected to be ready to take a quiz any time they have a class. There will be no make-up quizzes or home works. • Any students with disabilities who need accommodations in this course are encouraged to speak with the instructor as soon as possible to make appropriate arrangements for these accommodations. |
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| <i>The B.Sc. in industrial Engineering program enables students to achieve, by the time of graduation the following program learning outcome (SOs)</i> | | | |
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| a | <i>An ability to apply knowledge of mathematics, science and engineering.</i> | g | <i>An ability to communicate effectively.</i> |
| b | <i>An ability to design and conduct experiments, as well as to analyze and interpret data.</i> | h | <i>An ability to understand the impact of engineering solutions in a global, economic, environmental and societal context.</i> |
| c | <i>An ability to design a system, component, or process to meet desired needs within realistic constraints.</i> | i | <i>An ability to engage in life-long learning.</i> |
| d | <i>An ability to function productively as part of multidisciplinary teams and show leadership qualities.</i> | j | <i>An ability to acknowledge contemporary issues related to the discipline.</i> |
| e | <i>An ability to identify, formulate and solve engineering problems.</i> | | |
| f | <i>An ability to understand professional and ethical responsibilities.</i> | k | <i>An ability to use techniques, skills and modern engineering tools necessary for engineering practice.</i> |