Course: <u>**ENTREPRENEURSHIP**</u>

Course Type: General Education.
Credit Hours: 02
Level: BS, 4th Semester
Course Code: GE-441

Course Description and Outcomes.

Entrepreneurship is an essential course which got immense importance and is taught by almost all good business schools across the globe. The course educates the students about successful creation, operation and growth of innovative entrepreneurial ventures. Starting & operating a new business involve considerable risk & effort to overcome the inertia against something new. In creating and growing a new venture, the entrepreneur assumes the responsibility and risks for its development & survival and enjoys the corresponding rewards. This course enables the students to recognize, create and shape opportunities, provide the leadership and build the team to create economic and social value. They will learn to assess feasibility and drivers of opportunities, develop viable business models, and take action. This course equips the students about various sources and methods of generating new viable business ideas. It also provides an insight into business plan development and its implementation. At the end the students will be able to develop a business plan to start and initiate their own ventures.

<u>Contents:</u>

Nature & Importance of Entrepreneurship & Entrepreneur:

- What is Entrepreneurship?
- The Entrepreneur.
- Small-business owners & Entrepreneurs:
- Intrapreneurship.
- Distinction between an Entrepreneur & a Manager.
- Types of Entrepreneurs:
- Why Do People Become Entrepreneurs?
- The Entrepreneurial Process.
- Start-Ups and Types of Start-Up Firms.
- Role of Entrepreneurship.
- Personal Entrepreneurial Characteristics/ Characteristics of Successful Entrepreneurs

Recognizing Opportunities:

- What is a business opportunity?

- Difference between opportunities and ideas.
- Approaches/ways to identify opportunities.
- Opportunity Recognition.
- Opportunity recognition and the opportunity assessment plan.

Creativity and Innovation:

- The Nature of Creativity.
- The Creative Process.
- Creating the Right Setting for Creativity.
- Innovation.
- Difference between Creativity and Innovation.
- Types of Innovation.
- Sources of Innovation.
- Principles of Innovation.
- Sources of New Ideas.
- Methods of Generating Ideas.
- Product Planning and Development Process.

Feasibility Analysis:

- Feasibility Analysis
- Product/Service Feasibility Analysis.
- Industry/Target Market Feasibility Analysis.
- Organizational Feasibility Analysis.
- Financial Feasibility Analysis.

Developing an Effective Business Model:

- Business Models and Their Importance.
- General Categories of Business Models.
- The Barringer/Ireland Business Model Template.

Business plan development:

- What is a Business Plan?
- Who Should Write The Plan?
- Who Reads The Plan? / Scope and Value of the Business Plan:
- Elements of a Business Plan:
- Benefits of a Business Plan:
- Guidelines to Remember:

Recommended Textbooks

- Bruce R. Barringer, R. Duane Ireland "*Entrepreneurship: Successfully Launching New Ventures*" (Pearson) 6th edition, global edition.
- Robert D.Hisrich & Michael P.Peter "*Entrepreneurship*" (McGraw Hill) 10th Edition.
- Donald F. Kuratko, Howard Frederick & Allan O'Connor, "*Entrepreneurship: Theory/Process/Practice*" (Cengage Learning) Latest Edition.

- Bruce A.Kirchott "*Entrepreneurship & Dynamic Capital*"
- Zafar Altaf (Croom Helm) "*Entrepreneurship in the third world*"
- Robert J. Calvin "*Entrepreneurial Management*" (tata McGraw Hill Edition)

Course: **INTRODUCTION TO MANAGEMENT**

Course Type: Major.
Credit Hours: 03.
Level: BS, 1st Semester
Course Code: MS-312

Course Description and Goals

This is an introductory course about the management of organizations. It provides instructions on principles of management that have general applicability to all types of enterprises; basic management philosophy and decision making; principles involved in planning, organizing, leading, and controlling; and recent concepts in management. The principles learned in this course will allow the student to effectively work with and through others in an organization. The course will also encourage the students to explore and inquire the applicability of western management principles and theories in local settings. Besides, the course will discuss the Islamic perspective of managing businesses and organizations.

Intended Learning Outcomes

This course will cover the basic managerial functions of planning, organizing, leading, and controlling, We will also try to learn the evolution and best practices which are been used in today's modern era.

At the conclusion of this course, the student should be able to:
1. Hold informed conversations with functional specialists and understand how to draw effectively on their expertise in managing organizations.
2. Understand the relevance of the western management principles and theories, for local settings.
3. Understand the Islamic perspective of managing businesses and organizations.
4. Apply course concepts and theory in a practical context.
5. Integrate several of the disciplines studied
6. Demonstrate empirical investigative skills by producing an in-depth analysis of a management situation usually presented through case studies, resulting in recommendations for a programme of action.
7. Recognize the need to take a holistic approach to performance improvement rather than a narrowly functional approach.

Course Content

Week 01 & 02	Organization. Management. Goals & Objectives, Effectiveness and Efficiency. Management Functions & The Management Process. Managers and Types of Managers. Managerial Roles and Managerial Skills.

Week 03 & 04	**The History and evolution of Management**
	• Early Management.
	• The Classical Management Approach
	    o Scientific Management
	    o General administrative theory (Henri Fayol's principles of management)

Week 05	**The History and evaluation of Management (Cont:)**
	• The Behavioral Management Approach (Hawthorne Studies)
	• The Quantitative Management Approach
	• Contemporary Approaches
	    o The Systems Perspective
	    o The Contingency Perspective

Week 06	The organizational Culture and the Manager The external environment and the Manager The internal environment and the manager
Week 07 & 08	**<u>Planning and Decision Making:</u>** Planning & types of plans. Process of planning. Approaches to Setting Goals: Traditional Goal Setting Approach Management By Objectives (MBO)
Week 09	Decision Making The manager's role as decision maker. Decision making process
Week 10	**<u>ORGANIZING:</u>** Organizing, Organizational structure, Organizational chart. <u>Organizational Designing:</u> 1. Designing jobs. (Job Specialization, alternatives to Job Specialization, The Job Characteristics Model) 2. Grouping jobs. (Departmentalization and Types/ Bases for Departmentalization)
Week 11	<u>Organizational Designing:</u> 3. Establishing reporting relationships between jobs. (Chain of Command, Span of control) 4. Distributing authority among jobs. (Delegation, Decentralization and Centralization) 5. Coordinating activities among jobs.
Week 12	<u>Organizational Designing:</u> 6. Differentiating among positions.

	Types of organizational structures/designs:
	    1. Traditional Organizational Structures/Designs.
	    2. Contemporary Organizational Designs

Week 13	**<u>LEADING:</u>**
	The Meaning of Leadership
	Leadership and Management
	<u>Leadership styles and behaviors:</u>
	    Early Leadership Theories:
	      • Leadership Trait Theories
	      • Leadership Behavior Theories

Week 14 & 15	Contingency/Situational Theories of Leadership:
	    • The Fiedler Model
	    • Path-Goal Model
	Contemporary Views of Leadership:
	    • Leader–Member Exchange (LMX) Theory
	    • Transformational-Transactional Leadership
	    • Charismatic Leadership

Week 16	**<u>CONTROLING:</u>** Controlling & its importance. Types of controls. The process of control / Controlling process.

Recommended Textbooks

Stephen. P. Robbins & Mary Coulter, "*Management"*, International ed.
Ricky W. Griffin, "*Management"*, 11th Ed.