



Philadelphia University

Faculty of Engineering & Technology
Department of Electrical Engineering
First Semester 2023 / 2024

Course Title: Entrepreneurship (610550)
Prerequisite: Engineering Skills (640253) + 120 Cr.Hr.
Credit Hours: 3 credit hours (16 weeks per semester, approximately 45 contact hours)

Textbook:

1. Robert D Hisrich & Michael P Peters, “**Entrepreneurship**”, McGraw-Hill/Irwin, 11th Edition, 2020 , ISBN: 0072314060, 978007231406
<https://www.mheducation.com/highered/product/entrepreneurship-hisrich-shepherd/1265332258.html>
2. S. Sudhamathi, “**Entrepreneurship**”, Shanlax Publications, 2019, ISBN: 978-93-89146-02-8. <https://www.shanlaxpublications.com/978-93-89146/>

References:

1. Katherine Carpenter, “Introduction to Entrepreneurship”, Kwantlen Polytechnic University Publisher, 2021, ISBN 13: 9781989864500.
2. Entrepreneurship, Creativity and Organization by John Kao Getting.

Description: The course is a requirement for level 5 Engineering students. It introduces the students to the concept of entrepreneurship and how it is related to engineering practices, also the fundamentals of engineering economics.

Instructor: Prof. Kasim M. Al-Aubidy
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Office: Engineering building, room 6713, Ext: 2504
Lecture time: 11:15 – 12:30 every Wednesday and Thursday.
Office hours: Saturday and Monday: 11:00 – 12:00

Course Outlines:

Week	Topic
1	Introduction to entrepreneurship.
2	Successful entrepreneur and entrepreneurial competence.
3	Entrepreneurship, innovation and creativity, entrepreneurial environment.
4	Project management. Planning and Starting a new business.
5	Developing a business plan, writing preliminary business plan,
6	Visibility study, economic evaluation of projects, case studies (local and international) market survey and market research.
7,8	Small and medium size enterprise and their role in developing societies and an unemployment solutions.
(Mid Exam. Period 30 %)	
9,10	Learning to work in multidisciplinary environment, team work with emphasis on ethical practices.
11,12	Marketing strategies, sales and entrepreneurial marketing.
13	Fundamentals of engineering economics.
14	Knowledge-based economy
15	Entrepreneurial writings, Project presentation.
16	(Final Exam. Period 40 %)

Course Learning Outcomes with reference to ABET Student Outcomes: Upon successful completion of this course, student should:

1.	Understand the concept of entrepreneurship and entrepreneurs	4
2.	Understand the role of entrepreneurship in construct small enterprises and evaluation of entrepreneurial projects	3,4
3.	Prepare and create a successful business plan (including budget and cash flow and economic indexes of a project)	3,4,5
4.	Understand the differences between marketing and sales and apply the entrepreneurial marketing concept tools to deal with customers	3,4
5.	Good appreciation of ethical values, multidisciplinary environment, and team work	3,4,5
6.	Understand the main concept of micro ad macro-economics	4
7.	Understand the concepts of knowledge based economy and its effects on people and enterprises	4

Assessment Guidance:

Evaluation of the student performance during the semester (total final mark) will be conducted according to the following activities:

Sub-Exam: The students will be subjected to schedule mid exam. of 30 % weight. The mid exam will cover materials given in lectures in the first 8 weeks.

Quizzes: (3) quizzes of (10) minutes will be conducted during the semester. Tutorials sheets will be assigned to the students and homework should be

Homework and solved individually and submitted before or on a set agreed date.

Projects: Cheating by copying homework from others is strictly forbidden and punishable by awarding the work with zero mark.

Final Exam: The students will undergo a scheduled final exam of 40% weight at the end of the semester covering the whole materials taught in the course.

Grading Policy:

Mid Exam:	30%
Course work:	30%
Final Exam:	40%
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Total:	100%

Attendance Regulation:

The semester has in total 45 credit hours. Total absence hours from classes and tutorials must not exceed 15% of the total credit hours. Exceeding this limit without a medical or emergency excuse approved by the deanship will prohibit the student from sitting the final exam and a zero mark will be recorded for the course. If the excuse is approved by the deanship the student will be considered withdrawn from the course.

September, 2023