

Philadelphia University	 PHILADELPHIA UNIVERSITY <small>THE WAY TO THE FUTURE</small>	Approved Date: 18/9/2024
Faculty: Business		Issue: 1
Department: Business Administration		Credit Hours: 3 hours
Academic Year: 2025/2026		Degree: Bachelor

Course Information

Course No.	Course Title	Prerequisite
0330440	Entrepreneurship and Small Business Management	75 hours
Course Type		Class Time
<input type="checkbox"/> University Requirement <input type="checkbox"/> Faculty Requirement <input type="checkbox"/> Major Requirement <input type="checkbox"/> Elective <input checked="" type="checkbox"/> Compulsory		12:40-13:30 Saturday - Monday
		Room No. 32303
Course Level*		Hours No.*
<input type="checkbox"/> 6 th <input checked="" type="checkbox"/> 7 th <input type="checkbox"/> 8 th <input type="checkbox"/> 9 th		93

Instructure Information

Name	Office No.	Phone No.	Office Hours	E-mail
Dr. Shadi Altahat	32418	2551	Saturday - Tuesday 09:00-14:00	saltahat@philadelphia.edu.jo

Course Delivery Method

<input checked="" type="checkbox"/> Blended	<input type="checkbox"/> Online	<input type="checkbox"/> Physical	
Learning Model			
Percentage	Synchronous	Asynchronous	Physical
	--	30	70%

Course Description

This course cover the concept and importance of entrepreneurial and small enterprises, the specifics of entrepreneurial and small businesses, the legal forms of ownership of entrepreneurships and small businesses, and the role and impact of entrepreneurial and small businesses. Small business (Micro enterprise management) has special nature concerning the financial and administrative capabilities. The students will get the managerial skills to organize the small business, limited resources management from the view point of cost management and the maximum utility of these resources are included. They will learn about the art of managing micro enterprises which employ between 10-100 people.

Course Learning Outcomes

Number	Outcome	Corresponding Program Outcomes
Knowledge		
K1	Understanding the concepts of entrepreneurship, innovation, intrapreneurship and small business management	Kp1
K2	Define the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures	Kp2
K3	Description of professional and practical knowledge of entrepreneurial business practices.	Kp4
Skills		
S1	Communicating effectively in leadership skills, particularly in the areas of team leadership and entrepreneurial leadership.	Sp1
S2	Employ updated technology for entrepreneurial cases and completing a business opportunity project..	Sp2
Competencies		
C1	Formulate strategies and make decisions consistent with ethical practices to successfully launching and subsequently managing their enterprises..	Cp1

Learning Resources

Course Textbook	<ul style="list-style-type: none"> Entrepreneurship and Small Business Management. Pearson. by Mariotti and Glackin (2020)
Supporting References	<ul style="list-style-type: none"> Entrepreneurship and Small Business Management. Norman Scarborough and Jeffrey Cornwall. Pearson. (2018) Essentials of entrepreneurship and small Essentials of entrepreneurship and small business management. Thomas W. Zimmerer (Author) Norman M. Scarborough (Author)(2016) Essentials of entrepreneurship and small business management . Norman M. Scarborough (Author) Jeffrey R. Norman M. Scarborough (Author) Jeffrey R. Cornwall (Author)(2001)
Supporting Websites	www.ebsco.com http://library.philadelphia.edu.jo/ST_EN.htm https://bit.ly/3ybIsIH (APA7 Referencing)
Teaching Environment	<input checked="" type="checkbox"/> Classroom <input type="checkbox"/> laboratory <input type="checkbox"/> Learning Platform <input type="checkbox"/> Other

Meetings and Subjects Time Table

Week	Topic	Learning Method*	Task	Learning Material
1	<ul style="list-style-type: none"> Course introduction 	<ul style="list-style-type: none"> Orientation 	<ul style="list-style-type: none"> Introduce the instructor Meet students Class ground rules Syllabus introduction 	<ul style="list-style-type: none"> Syllabus
2	<ul style="list-style-type: none"> Explain what entrepreneurs do. Describe how free-enterprise economies work and how entrepreneurs fit into them. 	<ul style="list-style-type: none"> Lecture Collaborative learning Problem solving based learning 	<ul style="list-style-type: none"> Read chapter Discussions Mind mapping and Brainstorming 	<ul style="list-style-type: none"> Chapter 1 Entrepreneurs Recognize Opportunities
3	<ul style="list-style-type: none"> Find and evaluate opportunities to start your own business. Explain how profit works as a signal to the entrepreneur. 	<ul style="list-style-type: none"> Lecture Collaborative learning Problem solving based learning 	<ul style="list-style-type: none"> Read chapter Discussions Mind mapping and Brainstorming 	<ul style="list-style-type: none"> Chapter 1 Entrepreneurs Recognize Opportunities
4	<ul style="list-style-type: none"> Define and describe franchising. Identify the positive and negative aspects of franchising. 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Discussion Video 	<ul style="list-style-type: none"> Chapter 2 Franchising
5	<ul style="list-style-type: none"> Understand the structure of the franchise industry Recognize the legal aspects of franchising. 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Discussion Video 	<ul style="list-style-type: none"> Chapter 2 Franchising
6	<ul style="list-style-type: none"> Learn how to research franchise opportunities. Explore international franchising 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Discussion Quiz 	<ul style="list-style-type: none"> Chapter 2 Franchising
7	<ul style="list-style-type: none"> Understand the potential benefits of buying a going concern. Identify potential drawbacks of purchasing a business. 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Discussion Mind mapping and Brainstorming 	<ul style="list-style-type: none"> Chapter 3 Finding Opportunity In An Existing Business
8.a	<ul style="list-style-type: none"> Learn how to identify and evaluate purchasing opportunities Learn how to determine the value of a business 	<ul style="list-style-type: none"> Lecture Collaborative learning 	Read chapter • Discussion • Mind • mapping and Brainstorming	Chapter 3 • <ul style="list-style-type: none"> Finding Opportunity In An Existing Business
8.b	Mid term Exam			

9	<ul style="list-style-type: none"> Learn how to negotiate and close the deal. Recognize joining a family business as an entrepreneurial pathway 	<ul style="list-style-type: none"> Problem solving based learning Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Discussion 	<ul style="list-style-type: none"> Chapter 3 Finding Opportunity In An Existing Business
10	<ul style="list-style-type: none"> Know what a feasibility analysis is and when to create one. Analyzing Product and/or Service Feasibility, Market and Industry Feasibility 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Discussions Group project 	<ul style="list-style-type: none"> Chapter 4 The Business Plan: Road Map To Success.
11	<ul style="list-style-type: none"> Porter's Five Forces Analysis Analyzing Financial Feasibility 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Discussions 	<ul style="list-style-type: none"> Chapter 4 The Business Plan: Road Map To Success.
12	<ul style="list-style-type: none"> Define your business. Articulate your core beliefs, mission, and vision. 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Discussions 	<ul style="list-style-type: none"> Chapter 5 Creating Business From Opportunity
13	<ul style="list-style-type: none"> Analyze your competitive advantage. Perform viability testing using the "economics of one unit." 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Chapter 5 Creating Business From Opportunity
14	<ul style="list-style-type: none"> Explain how marketing differs from selling. Understand how market research prepares you for success. 	<ul style="list-style-type: none"> Lecture Collaborative learning Problem solving based learning 	<ul style="list-style-type: none"> Read chapter Discussion Mind mapping and Brainstorming 	<ul style="list-style-type: none"> Chapter 6 Exploring Your Market
15	<ul style="list-style-type: none"> Choose your market segment and research it. Position your product or service within your market Identifies your customers and their needs and wants 	<ul style="list-style-type: none"> Lecture Collaborative learning Problem solving based learning 	<ul style="list-style-type: none"> Read chapter Discussion Mind mapping and Brainstorming 	<ul style="list-style-type: none"> Chapter 6 Exploring Your Market
16	Final Exam			

*Includes: lecture, flipped Class, project based learning, problem solving based learning, collaboration learning.

Course Contributing to Learner Skill Development

Using Technology
<ul style="list-style-type: none"> Students will use several offline software (i.e Microsoft Office) or online software (i.e Prezi and Google Slides) to deliver their presentations. Students will use the internet search engines to capture needed data and information to

perform their assignments.
<ul style="list-style-type: none"> Students will use the electronic email for submitting the required documents.
Communication Skills
<ul style="list-style-type: none"> Students will develop their verbal and nonverbal communication skills by participating in classroom activities, group work, and presentations. Students will use creative and critical thinking while participating in classroom discussions, solving issues, and performing various assignments.
Application of Concept Learnt
<ul style="list-style-type: none"> Students will reflect on the acquired knowledge of Entrepreneurship and Small Business Management concepts, principles, and models using Adult Learning Methods (i.e Experiential and project-based learning).

Assessment Methods and Grade Distribution

Assessment Methods	Grade	Assessment Time (Week No.)	Course Outcomes to be Assessed
Mid Term Exam	% 30	8 th week	K1, K2, S1
Term Works*	30%	20% Group project 10 th week	K1, K2, K3 S1, C1
		10% Quiz 6 th week	
Final Exam	% 40	16 th week	K2, K3, S1,S2
Total	%100		

* Include: quizzes, in-class and out of class assignment, presentations, reports, videotaped assignment, group or individual project

Alignment of Course Outcomes with Learning and Assessment Methods

Number	Learning Outcomes	Learning Method*	Assessment Method**
Knowledge			
K1	Understanding the concepts of entrepreneurship, innovation, intrapreneurship and small business management	<ul style="list-style-type: none"> Lecture Collaborative learning Problem solving based learning 	<ul style="list-style-type: none"> Exam In-class Activities
K2	Define the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures	<ul style="list-style-type: none"> Lecture Collaborative learning Problem solving based learning 	<ul style="list-style-type: none"> Exam In-class Activities
K3	Description of professional and practical knowledge of entrepreneurial business	<ul style="list-style-type: none"> Lecture Collaborative 	<ul style="list-style-type: none"> Exam In-class

	practices.	learning <ul style="list-style-type: none"> • Problem solving based learning 	Activities <ul style="list-style-type: none"> • Team work
Skills			
S1	Communicating effectively in leadership skills, particularly in the areas of team leadership and entrepreneurial leadership.	<ul style="list-style-type: none"> • Collaborative learning • Project based learning 	<ul style="list-style-type: none"> • Exam • In-class activities • Presentation • Role play • Group Assignment
S2	Employ updated technology for entrepreneurial cases and completing a business opportunity project..	<ul style="list-style-type: none"> • Collaborative learning • Problem solving based learning 	<ul style="list-style-type: none"> • In-class activities • Individual and group assignment
Competencies			
C1	Formulate strategies and make decisions consistent with ethical practices to successfully launching and subsequently managing their enterprises.	<ul style="list-style-type: none"> • Flipped class • Project based learning 	<ul style="list-style-type: none"> • In-class activities • Role play • Group Assignment

*Include: lecture, flipped class, project based learning, problem solving based learning, collaboration learning.

** Include: quizzes, in-class and out of class assignments, presentations, reports, videotaped assignments, group or individual projects.

Course Polices

Policy	Policy Requirements
Passing Grade	The minimum pass for the course is (50%) and the minimum final mark is (35%).
Missing Exams	<ul style="list-style-type: none"> • Anyone absent from a declared semester exam without a sick or compulsive excuse accepted by the dean of the college that proposes the course, a zero mark shall be placed on that exam and calculated in his/her final mark. • Anyone absent from a declared semester exam with a sick or compulsive excuse accepted by the dean of the college that proposes the course must submit proof of his/her excuse within a week from the date of the excuse's disappearance, and in this case, the subject teacher must hold a compensation exam for the student. • Anyone absent from a final exam with a sick excuse or a compulsive excuse accepted by the dean of the college that proposes the material must submit proof of his/her excuse within three days from the date of holding that exam.
Attendance	The student is not allowed to be absent more than (15%) of the total hours prescribed for the course, which equates to six lecture days (n t) and seven lectures (days). If the student misses more than (15%) of the total hours prescribed for the course without a satisfactory or compulsive excuse accepted by the dean of the faculty, he is prohibited from taking the final exam and his/her result in that subject is considered (zero), but if the absence is due to illness or a compulsive excuse accepted by the dean of the college that The article is introduced, it is considered withdrawn from that

	article, and the provisions of withdrawal shall apply to it.
Academic Integrity	Philadelphia University pays special attention to the issue of academic integrity, and the penalties stipulated in the university's instructions are applied to those who are proven to have committed an act that violates academic integrity, such as cheating, plagiarism (academic theft), collusion, intellectual property rights.

Program Learning Outcomes to be Assessed in this Course

Number	Learning Outcome	Course Title	Assessment Method	Targeted Performance level

Description of Program learning Outcomes Assessment Method

Number	Detailed Description of Assessment

Assessment Rubric of the Program Learning Outcomes

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