

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
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## Course Description: Entrepreneurship

### 1- Basic Information:

Course Name	Entrepreneurship
Course ID	BMN610
Contact Hours (Registered Sessions)	24
Contact Hours (Synchronized Sessions)	24
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	48
Synchronized Session Work Load	24
Credit Hours	5
Course Level	6

### 2- Pre-Requisites:

Course	ID
Feasibility Studies	BAC607

### 3- Course General Objectives:

This course aims to provide students with knowledge and skills that help them understand entrepreneurship and identify its characteristics and the difference between entrepreneurs and businessmen, as well as expand their understanding of methods of identifying opportunities, techniques for generating ideas, conducting industry/target market feasibility analysis, and organizational and financial feasibility. The objective of the course is not limited to that, but extends to providing students with skills and experiences that enable them to write a business plan according to specific criteria that attract potential investors, and to deal effectively with financial issues in a way that helps to choose the appropriate form of business organization, assess the financial strength of the new project Its continuity and funding sources, whether by debt, property rights, or through creative sources. The course objective also includes enabling students to choose the market, formulate a unique position in the market, enrich their understanding of the marketing mix of a new project, and evaluate internal and external growth strategies.

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#### 4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Describes entrepreneurship and defines the characteristics of entrepreneurial companies, discusses the main reasons why people decide to become entrepreneurs, compares entrepreneurs, entrepreneurs and business owners, criticizes common myths about entrepreneurship, distinguishes between types of startups identifies dimensions of entrepreneurship, and discusses positive effects.
ILO2	Explains the difference between opportunities and ideas, describes the general approaches that entrepreneurs use to identify opportunities, discusses the personal characteristics of entrepreneurs that contribute to their ability to identify business opportunities, and identifies the techniques that entrepreneurs use to generate ideas.
ILO3	Recall what feasibility analysis is and why it is, describe product/service feasibility analysis, explain industry/market feasibility analysis, what organizational feasibility analysis is and its purpose, describe what financial feasibility analysis is, and explain its importance.
ILO4	Explains the purpose of industry analysis, discusses the competitive forces that determine industry profitability, explains the value that entrepreneurial firms create through successful use of the Five Forces model, identifies key industry types and the opportunities they present, and explains the purpose of competitor, analysis and competitive network analysis.
ILO5	Explains the purpose of the business plan, describes who is reading the business plan and what they are looking for, discusses the guidelines to follow to write an effective business plan, identifies and describes the proposed outline of the business plan, and explains how to present an effective business plan to potential investors.
ILO6	Discusses actions founders can take to establish a strong ethical culture in their entrepreneurial ventures, describes actions taken in new businesses to effectively deal with legal issues, identifies business licenses and permits a startup must obtain before they can start operating, and describes the various forms of business organization available to new businesses
ILO7	Understands the importance of understanding the financial management of an entrepreneurial company, identifies the main financial objectives of entrepreneurial projects, describes the financial management process as used in entrepreneurial companies, explains the difference between historical and preliminary financial statements, describes the various historical financial statements and their purposes, and discusses the role of forecasting in forecasting future income, and costs of the company, and explains the purpose of the interim financial statements.
ILO8	Describes the importance of financing to the success of entrepreneurship, explains why most early stage entrepreneurs need financing, identifies and describes the sources of personal finance available to entrepreneurs, identifies and explains the steps involved in appropriate preparation for debt or equity financing, explains the most important sources of debt and equity financing for entrepreneurial companies, and describes several creative sources of financing for entrepreneurial companies.
ILO9	Explains the steps that entrepreneurial firms use to identify their customers, identifies a brand

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	and explains why it is important to an entrepreneurial firm, identifies and explains the elements of the marketing mix used by entrepreneurial firms, and describes the sales process used by an entrepreneurial firm.
<b>ILO10</b>	Describes how companies can properly prepare for growth, discusses the most common reasons why companies seek growth, explains the importance of being able to manage growth stages, and describes the challenges of a company's growth.
<b>ILO11</b>	Identifies and discusses the primary internal growth strategy for entrepreneurial firms, describes additional internal product growth strategies that entrepreneurial firms can use, studies international expansion as a growth strategy, and discusses the different types of external growth strategies.

### 5- Course Syllabus (24 hours of total Recorded Sessions, 24 hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
<b>ILO1</b> <b>ILO2</b>	<b>Chapter 1: Introduction to Entrepreneurship</b> <ol style="list-style-type: none"> <li>1. The concept of entrepreneurship and its importance</li> <li>2. Why do people become entrepreneurs?</li> <li>3. Characteristics of Successful Entrepreneurs</li> <li>4. The difference between an entrepreneur and business mains</li> <li>5. Common Myths about Entrepreneurs</li> <li>6. Types of Start-Up Firms</li> <li>7. Changing Demographics of Entrepreneurs</li> <li>8. The Positive Effects of Entrepreneurship and Entrepreneurial Firms</li> <li>9. Entrepreneurship dimensions</li> <li>10. The Entrepreneurial Process</li> </ol>			<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	View literary stories and novels that show the characteristics of entrepreneurs and their lives.

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ILO2 ILO1	<b>Chapter 2: Recognizing Opportunities and Generating Ideas</b> <ol style="list-style-type: none"> <li>The Differences Between Opportunities and Ideas</li> <li>Three Ways to Identify Opportunities</li> <li>Personal Characteristics of the Entrepreneur</li> <li>Techniques for Generating Ideas</li> </ol>			<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Studying the reality of entrepreneurial companies and extracting the methods they use to identify opportunities as well as techniques for generating ideas in them.
ILO3 ILO4	<b>Chapter 3: Feasibility Analysis</b> <ol style="list-style-type: none"> <li>The concept of feasibility analysis and its importance</li> <li>Product/Service Feasibility Analysis</li> <li>Industry/Target Market Feasibility Analysis</li> <li>Organizational Feasibility Analysis</li> <li>Financial Feasibility Analysis</li> </ol>			<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	View samples of feasibility studies for entrepreneurial companies.
ILO4 ILO3	<b>Chapter 4: Industry and Competitor Analysis</b> <ol style="list-style-type: none"> <li>Industry Analysis</li> <li>Studying Industry Trends</li> <li>The Five Forces Model</li> <li>The Value of the Five Forces Model</li> <li>Industry Types and the Opportunities They Offer</li> <li>Competitor Analysis</li> </ol>			<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Applying the five forces model to existing and potential entrepreneurial companies.
ILO5	<b>Chapter 5: Writing a Business Plan</b> <ol style="list-style-type: none"> <li>Reasons for writing a business plan</li> </ol>			<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects	See the business plans guidelines for pioneering companies in several fields.

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	2. Who Reads the Business Plan—and What Are They Looking For? 3. Guidelines for Writing a Business Plan 4. Outline of the Business Plan 5. Presenting the Business Plan to Investors			<input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO6	<b>Chapter 6: Preparing the Proper Ethical and Legal Foundation</b> 1. Establishing a Strong Ethical Culture for a Firm 2. Dealing Effectively with Legal Issues 3. Obtaining Business Licenses and Permits 4. Choosing a Form of Business Organization			<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	View the procedures for granting licenses to start-up companies in Syria.
ILO7 ILO8	<b>Chapter 7: Assessing a New Venture's Financial Strength and Viability</b> 1. Introduction to Financial Management 2. Financial Objectives of a Firm 3. The Process of Financial Management 4. Financial Statements 5. Historical Financial Statements 6. Pro Forma Financial Statements			<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Develop preliminary financial statements based on the historical financial statements of pioneering companies.
ILO7 ILO8	<b>Chapter 8: Financing a New Venture</b> 1. The Importance of Getting Financing or Funding 2. Why Most New Ventures Need			<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices	Comparing the traditional sources of financing with the financing sources of the entrepreneurial companies.

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	Funding 3. Sources of Personal Financing 4. Preparing to Raise Debt or Equity Financing 5. Sources of Equity Funding 6. Sources of Debt Financing 7. Creative Sources of Financing and Funding			<input type="checkbox"/> Others	
ILO9	<b>Chapter 9: Unique Marketing Issues</b> 1. Selecting a Market and Crafting a Unique Market Position 2. Branding 3. The marketing mix for New Ventures 4. Sales Process and Related Issues			<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Studying the marketing mix of entrepreneurial companies and comparing it with the model of traditional companies.
ILO10 ILO11	<b>Chapter 10: Preparing for and Evaluating the Challenges of Growth</b> 1. Preparing for Growth 2. Reasons for Growth 3. Managing Growth 4. Challenges of Growth			<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Practical case studies of existing entrepreneurial companies showing growth challenges for these companies.
ILO10 ILO11	<b>Chapter 11: Strategies for Firm Growth</b> 1. Internal Growth Strategies a. New Product Development b. Additional Internal Product-Growth Strategies c. International Expansion 2. External Growth Strategies a. Mergers and Acquisitions b. Licensing 3. Strategic Alliances and Joint Ventures			<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Practical case studies of entrepreneurial companies showing the internal and external growth strategies they are using.

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## 6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	Describes entrepreneurship and defines the characteristics of entrepreneurial companies, discusses the main reasons why people decide to become entrepreneurs, compares entrepreneurs, entrepreneurs and business owners, criticizes common myths about entrepreneurship, distinguishes between types of startups identifies dimensions of entrepreneurship, and discusses positive effects.	<ul style="list-style-type: none"> <li>○ Comparing entrepreneurs, businessmen and business owners.</li> <li>○ Drop the myths about entrepreneurs on the reality of entrepreneurial companies.</li> <li>○ Describe the entrepreneurial process.</li> </ul>	x	x	x		
ILO2	Explains the difference between opportunities and ideas, describes the general approaches that entrepreneurs use to identify opportunities, discusses the personal characteristics of entrepreneurs that contribute to their ability to identify business opportunities, and identifies the techniques that entrepreneurs use to generate ideas.	<ul style="list-style-type: none"> <li>○ Participate in brainstorming sessions to generate business ideas.</li> <li>○ Discuss converting relevant business ideas into business opportunities.</li> </ul>	x	x	x		
ILO3	Recall what feasibility analysis is and why it is, describe product/service feasibility analysis,	Conducting feasibility studies for	x	x	x		

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	explain industry/market feasibility analysis, what organizational feasibility analysis is and its purpose, describe what financial feasibility analysis is, and explain its importance.	existing or potential entrepreneurial companies.					
<b>ILO4</b>	Explains the purpose of industry analysis, discusses the competitive forces that determine industry profitability, explains the value that entrepreneurial firms create through successful use of the Five Forces model, identifies key industry types and the opportunities they present, and explains the purpose of competitor analysis, and competitive network analysis.	<ul style="list-style-type: none"> <li>○ Preparing a competitive analysis network for leading companies.</li> <li>○ Discussing the added value resulting from the successful use of the five forces model.</li> </ul>	x	x	x		
<b>ILO5</b>	Explains the purpose of the business plan, describes who is reading the business plan and what they are looking for, discusses the guidelines to follow to write an effective business plan, identifies and describes the proposed outline of the business plan, and explains how to present an effective business plan to potential investors.	<ul style="list-style-type: none"> <li>○ Writing a business plan for a pilot project.</li> <li>○ Evaluate the effectiveness of previously prepared business plans.</li> </ul>	x	x	x		
<b>ILO6</b>	Discusses actions founders can take to establish a strong ethical culture in their entrepreneurial ventures, describes actions taken in new businesses to effectively deal with legal issues, identifies business licenses and permits a startup must obtain before they can start operating, and describes the various forms of business organization available to new businesses	<ul style="list-style-type: none"> <li>○ Evaluating the ethical culture of entrepreneurial companies.</li> <li>○ Discussing business licensing procedures and their</li> </ul>	x	x	x		



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		importance.					
ILO7	Understands the importance of understanding the financial management of an entrepreneurial company, identifies the main financial objectives of entrepreneurial projects, describes the financial management process as used in entrepreneurial companies, explains the difference between historical and preliminary financial statements, describes the various historical financial statements and their purposes, and discusses the role of forecasting in forecasting future income, and costs of the company, and explains the purpose of the interim financial statements.	<ul style="list-style-type: none"> <li>○ Preparing preliminary financial statements for leading companies.</li> <li>○ Interpretation of complete, historical and eternal lists of pioneering companies.</li> </ul>	x	x	x		
ILO8	Describes the importance of financing to the success of entrepreneurship, explains why most early stage entrepreneurs need financing, identifies and describes the sources of personal finance available to entrepreneurs, identifies and explains the steps involved in appropriate preparation for debt or equity financing, explains the most important sources of debt and equity financing for entrepreneurial companies, and describes several creative sources of financing for entrepreneurial companies.	<ul style="list-style-type: none"> <li>○ Assessment of funding sources for entrepreneurial companies.</li> <li>○ Preparing a list of traditional and innovative financing sources for entrepreneurial companies.</li> </ul>	x	x	x		
ILO9	Explains the steps that entrepreneurial firms use to identify their customers, identifies a brand and explains why it is important to an entrepreneurial firm, identifies	<ul style="list-style-type: none"> <li>○ Describe the importance of the brand for a leading</li> </ul>	x	x	x		

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	and explains the elements of the marketing mix used by entrepreneurial firms, and describes the sales process used by an entrepreneurial firm.	<ul style="list-style-type: none"> <li>company.</li> <li>Determining the elements of the marketing mix for the entrepreneurial companies.</li> </ul>					
<b>ILO1 0</b>	Describes how companies can properly prepare for growth, discusses the most common reasons why companies seek growth, explains the importance of being able to manage growth stages, and describes the challenges of a company's growth.	<ul style="list-style-type: none"> <li>Preparing a list of the most common challenges facing entrepreneurial companies.</li> <li>Assessing entrepreneurial company management for specific types of challenges.</li> </ul>	X	X	X		
<b>ILO1 1</b>	Identifies and discusses the primary internal growth strategy for entrepreneurial firms, describes additional internal product growth strategies that entrepreneurial firms can use, studies international expansion as a growth strategy, and discusses the different types of external growth strategies.	<ul style="list-style-type: none"> <li>Defining and evaluating the internal growth strategies of the entrepreneurial companies.</li> <li>Identify and evaluate external growth strategies for entrepreneurial companies.</li> <li>Comparing the internal growth strategies with</li> </ul>	X	X	X		

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		the external growth strategy for the entrepreneurial companies.					
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## 7- Practice Tools:

Tool Name	Description
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## 8- Main References

1. Barringer, B.R., and Ireland, R.D., (2019), Entrepreneurship, Pearson Education Limited.
2. Mateus X., Wayan G., Gusti A. & Desak K., (2019). Entrepreneurial leadership moderating high performance work system and employee creativity on employee performance, Cogent Business & Management Journal, Journal, Vo. 6, No. 1, pp. 1- 12.

## 9- Additional References

1. Audretsch D.B., (2012), Determinants of High-Growth Entrepreneurship, Report prepared for the OECD/DBA International Workshop on High-growth firms: local policies and local determinantsl.
2. OECD (2019), “Promoting entrepreneurship and private sector engagement”, in Regions in Industrial Transition: Policies for People and Places, OECD Publishing, Paris.
3. أبو ناعم، عبد الحميد مصطفى، (2020)، ريادة الأعمال، كلية التجارة، جامعة القاهرة.
4. السيد عمر، يحيى، (2021)، ريادة الأعمال بين الموهبة والممارسة، دار الأصالة، دار الأصالة للنشر و التوزيع – إسطنبول.