

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Description: Entrepreneurship and SMEs Management

1- Basic Information:

Course Name	Entrepreneurship and SMEs Management
Course ID	BMN308
Contact Hours (Registered Sessions)	18
Contact Hours (Synchronized Sessions)	18
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	18
Synchronized Session Work Load	18
Credit Hours	4

2- Pre-Requisites:

Course	ID
Human Resources Management	BMN203
Introduction to Economics	BEC101
Introduction to Marketing	BMN202

3- Course General Objectives:

Provide the students with concepts and tools to help them identify entrepreneurship and steps to establish and manage small and medium enterprises and expand the students' horizons on the essence of the business's world and entrepreneurial ideas and entrepreneurial skills and its economic role and the importance of preparing the feasibility study and its stages with the procedures of establishing and evaluating the small and medium project.

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4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Review the definitions of entrepreneurship and entrepreneurial skills, its economic role and the elements of leadership procedures.
ILO2	Understand the steps of establishing the Pioneerproject and the stages of completion and evaluation of small projects.
ILO3	Definition of small and medium enterprises, their characteristics, importance and justification for their existence.
ILO4	Identify the outputs of the Pioneer work in a practical way through the establishment and evaluation of the small project and preparation of the feasibility study.
ILO5	Understand the entrepreneurial skills needed to manage a small business.
ILO6	Be able to identify the elements and means used to support and develop small enterprises and those responsible for spreading the culture of entrepreneurship.

5- Course Syllabus (18 hours of total synchronized sessions;18 hours of total Recorded Sessions)

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

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	<ul style="list-style-type: none"> • Key Concepts in Entrepreneurship: <ul style="list-style-type: none"> o Definition of entrepreneurship, its history and concept. o Who is the entrepreneur? o The capabilities and potential of the entrepreneur. o Qualifications of the entrepreneur. o The economic role of entrepreneurs and the advantages of entrepreneurship. o Leadership elements. o Skills required for leadership. o Why leadership learning is important o Leadership strategies and dimensions 	3	3	<input type="checkbox"/> √Exercises <input type="checkbox"/> √Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Practical exercises to identify the entrepreneurial qualities of students.
ILO2	<ul style="list-style-type: none"> • Steps of the pioneer project: <ul style="list-style-type: none"> o The required preparations for the success of the pilot project. o How to make your project 	3	3	<input type="checkbox"/> √Exercises <input type="checkbox"/> √Assignments <input type="checkbox"/> Seminars	Review creative experiences

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	<p>successful?</p> <ul style="list-style-type: none"> o The stages of completion of small projects to be pilot. o Project cycle. o Project selection skills and feasibility study of investment opportunities. o Concept of feasibility study and technical projects. o Characteristics of the feasibility study and its importance and problems. o The steps of the economic and technical feasibility study of the projects. 			<input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO3	<ul style="list-style-type: none"> • SMEs: <ul style="list-style-type: none"> o Definition and concept of small and medium enterprises. o Characteristics and advantages of SMEs. o The importance of small and medium enterprises. o The challenges facing small and medium enterprises. o Justification of small enterprises. o Savings of SMEs. 	3	3	<input type="checkbox"/> √Exercises <input type="checkbox"/> √Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO4	<ul style="list-style-type: none"> • Establishment and evaluation of the small project: <ul style="list-style-type: none"> o Establishment stages of the project. o Key elements of small project evaluation and initial feasibility study. o Marketing study. o Technical study. o Financial study. 	3	3	<input type="checkbox"/> Exercises <input type="checkbox"/> √Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> √Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Steps to create a small project in a practical way.
ILO5	<ul style="list-style-type: none"> • Management of small and medium enterprises: <ul style="list-style-type: none"> o Human resource management in small projects. o Financial management in small projects. o Marketing and sales management 	3	3	<input type="checkbox"/> Exercises <input type="checkbox"/> √Assignments <input type="checkbox"/> √Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	

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	in small projects. o Management processes in small and medium enterprises.				
ILO6	<ul style="list-style-type: none"> • Supporting and developing small and medium enterprises: <ul style="list-style-type: none"> o The role of organizations in supporting small and medium enterprises. o International models to support SMEs. o Those responsible for spreading the culture of entrepreneurship. 	3	3	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input checked="" type="checkbox"/> Seminars <input type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	Italian model in support of small enterprises.

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	Review the definitions of entrepreneurship and entrepreneurial skills, its economic role and the elements of leadership procedures.		X		X		
ILO2	Understand the steps of establishing the Pioneer project and the stages of completion and evaluation of small projects.		X		X		
ILO3	Definition of small and medium enterprises, their characteristics, importance and justification for their existence.		X		X		

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ILO4	Identify the outputs of the Pioneer work in a practical way through the establishment and evaluation of the small project and preparation of the feasibility study.			X		X	
ILO5	Understand the entrepreneurial skills needed to manage a small business.					X	
ILO6	Be able to identify the elements and means used to support and develop small enterprises and those responsible for spreading the culture of entrepreneurship.		X				

7- Practice Tools:

Tool Name	Description

8- Main References

<p>1- Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd. (2017), Entrepreneurship, 10th Edition Mc Graw hill Higher Education.</p> <p>2- محمد عثمان اسماعيل: أساسيات دراسة الجدوى الاقتصادية وقياس مخاطر الاستثمار، الطبعة الخامسة، دار النهضة العربية – القاهرة 1991 – ص: 18-19</p> <p>3- د. إيمان صالح عبد الفتاح- ندوة تطوير إدارة المشروعات- المنظمة العربية للتنمية الإدارية- القاهرة 10-14/9/2006.</p> <p>4- كليفوردم ببيرمباك- رئيس إدارة الأعمال التجاري الصغيرة – تحرير د. رائد السمرة- مركز الكتب الأردني- عمان 1989.</p>

9- Additional References

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