

Course Syllabus EMBA 546: Entrepreneurship

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Class hours: Sat 3:00 – 4:50 PM
Office Number: Marketing Departement - Office 132

1st Semester, Year: 2021 – 1443 H
Course credit: 2
Section : 4830

COURSE DESCRIPTION:

This course provides basic understanding of entrepreneurship. Topics include the business opportunity identification process, the screening process, and opportunity exploitation process. The course also explores the creation of the entrepreneurial organization through human resource management, organizational structure and strategy, development of entrepreneurial culture and reward systems, and organizational leadership. Pre-requisite: EMBA 521, EMBA 540.

COURSE OBJECTIVES:

By the end of the semester, students should be able to:

1. Define the role of the entrepreneur in business.
2. Explain the forces that are driving the growth of entrepreneurship.
3. Describe the causes of small business failures and explain how small business owners can avoid them.
4. Create a strategic plan using the ten steps in the strategic planning process.
5. Describe the factors on which a small business can build a competitive edge in the marketplace: customer focus, quality, convenience, innovation, service and speed.

REQUIRED TEXT: Be an Entrepreneur: Principles and Practices. Ahmed Alshumaimri. 2ed Edition, 2021.

RECOMMENDED REFERENCES:

- Entrepreneurship: Starting and Operating A Small Business. Steve Mariotti and Caroline Glackin, 2014.
- Essentials of Entrepreneurship and Small Business Management. Norman Scarborough and Jeffrey Cornwall. McGraw-Hill, 9th Edition, 2018.
- Entrepreneurship. Robert Hisrich, Michael Peters, 10th Edition, McGraw-Hill, 2016

EVALUATION CRITERIA

Midterm 1	20 marks	
Participation	5 marks	
Project	35 marks	
Final Exam	40 marks	
Total	100	

CONTACT INFORMATION: For any questions or inquiries, feel free to send me an email on the following address: alshum@ksu.edu.sa

LIST OF TOPICS

List of Topics	No of Weeks	Contact hours
Entrepreneurship: Concepts and History	1	
Characteristics of Entrepreneurs	1	
Ownership Structure	1	

Identifying Opportunities	1	
The Business Plan	1	
The Marketing Plan	1	
The Operational Plan	1	
The Financial Plan	1	
Secure Funding	1	
Hiring People	1	
Running The Business	1	
Monitoring and Control	1	
Growth Strategies	1	

GROUP PROJECT

You are a member of a team that has been tasked with performing a detailed Opportunities Analysis for one opportunity in one of the selected sectors (i.e. Health, ITC, industry, tourism) In brief, your team will analyze the political, economic, legal and cultural environment of the sector; outline the challenges and opportunities of conducting small business in that sector and provide relevant guidelines and recommendations for entering the market. You will be examining the sector from every possible perspective.

The team projects will be submitted in 2 parts. Each team will prepare 2 written reports and make 2 presentations in class (about 10 slides).

Part 1: Opportunity Analysis Report (15 points)

Writing an Opportunity Analysis Report will enable you to define your business by critically examining the idea for a new business venture and to check it against your initial perception of the market-place.

Contents:

- 1- Title page
- 2- Executive Summary
- 3- PESTEL to assess opportunities arising from changes in the selected sector.
- 4- Total size of the market and market potential for your product.
- 5- Uncovered gaps in the sector.
- 6- Target market and demographics for your product
- 7- Competitive products on the market in that country.
- 8- SWOT analysis.
- 9- Key challenges, risks, threats of doing business in the country
- 10- Summary
- 11- Bibliography/References

Part 2: Business Plan (20 points)

Each group will prepare a business plan. The business plan should be no longer than 15 pages. It should include a section on the following aspects of the business:

1. Title page
2. Executive Summary
3. Product/Service description
4. The market
5. Market Planning

- a. Target Market Selection
 - b. Target Market Size and Trends
 - c. Sales Promotion Mix and Strategies
 - d. Pricing strategy
 - e. Product strategy
 - f. Any relevant information for market
6. Management and organizational Plan
 - a. Organizational structure
 - b. Management Team
 - c.
 7. Operational Plan
 - a. Operational expenditure
 - b. Operation flowchart
 - c. Relevant operation matters
 8. Financial Plan
 - a. Source of fund
 - b. Business start-up budget
 - c. Profit and lost, Cash flow and balance sheet
 9. Summary
 10. Bibliography/References

THE REPORT

The report should be more than just a collection of key facts and figures; it should offer valuable management and cultural insights about that opportunity. Use charts and graphs wherever possible, but explain them. The total length of the final report is to be no more than 30 pages, where the bulk of the project takes 25 pages and 5 pages are left for appendices. All your sources of information must be clearly referenced.

Part 1 report should be at least a 10-page report.

Part 2 report should be about 15 pages.

PRESENTATIONS

Class presentation for both parts should be about 5-7 minutes (5-10 slides). It is not necessary to present every detail that is in the paper. Think creatively to make your presentation fun, lively and interesting. No late presentations will be accepted.

GRADE:

Total grade is 35, Part 1 = 15 points. Part 2= 20 points

Your project grade will be divided between 90% for content (critical analysis, quality and variety of research) and 10% for organization and presentation style. Organization refers to readability, flow, logic, professional organization and writing mechanics of the report. It should be clear, concise, with a logical flow of thoughts and ideas. It is important to use theory and concepts from your readings and class discussions to frame the information you present.