



The University of Jordan

Accreditation & Quality Assurance Center

COURSE Syllabus

1	Course title	<i>Small business Management</i>
2	Course number	5201408
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	5201101
5	Program title	Bachelor
6	Program code	01
7	Awarding institution	The university of Jordan
8	Faculty	Management and finance
9	Department	business
10	Level of course	4year
11	Year of study and semester (s)	2014/2015
12	Final Qualification	
13	Other department (s) involved in teaching the course	Accounting & insurance and risk management
14	Language of Instruction	Englis
15	Date of production/revision	Annually

16. Course Coordinator:

Office numbers, office hours, phone numbers, and email addresses should be listed.

Mahmoud alnawaiseh
m.alnawaiseh@ju.edu.jo

17. Other instructors:

Office numbers, office hours, phone numbers, and email addresses should be listed.

Mahmoud alnawaiseh
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18. Course Description:

The course includes the followings : definition of small-business enterprise, its nature and importance; its characteristics; different approaches to study it; services offered to support small-business enterprise; government policy towards it; setting a plan of action and its routines ; business incubators, its advantages and disadvantages; family small-business enterprise; strategic planning to small-business enterprises

19. Course aims and outcomes:

A- Aims:

This course provides and overview of the most important topics and current debates covered in Entrepreneurship and small business management (SBM) field at undergraduate level.

1. Its aim is to help students in their understanding of what SBM and how they are becoming an entrepreneurship and establishing a small business management.
2. What reasons making any person a successful Entrepreneurship and what factors are affected by the success or failed this business or project.

B- Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to ...

Intended Learning Outcomes (ILOs):

Successful completion of the course should lead to the following outcomes:

A. Knowledge and Understanding: Student is expected to

A1) be able to demonstrate an understanding and appreciation of the nature of today's dynamic, uncertain, and often diverse work environment affecting entrepreneurial firms.

A2) be able to reflect a basic understanding of the concept of business opportunity and its major characteristics

A3) be able to use idea generating tools effectively

A4) be able to demonstrate an understanding of the following concepts.

Feasibility Study

Business Plan

Business Model

B. Intellectual Analytical and Cognitive Skills: Student is expected to

B1) Analyze the entrepreneurial process thoroughly

B2) Analyze the external environment surrounding entrepreneurial organizations

B3) Apply the various steps in the entrepreneurial process to launch successful business

C. Subject- Specific Skills: Students is expected to

C1) Being able to recognize new opportunities

C2) Use the external environment analysis tools presented in the book

C3) Develop a feasibility study , a business plan and business model

C4) Use the financial indicators effectively to make business decision for new ventures

D. Transferable Key Skills: Students is expected to

D1) Display an integrated understanding and approach to the requirements of launching new ventures

D2) Demonstrate seriousness and the assuming of responsibility in relation to preparation of the course material and active participation in class discussions.

D3) Display competence in grasping the various concepts and principles offered by the course as a foundation for better understanding of our business environment nowadays

20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
UNIT 1 .What Business Do You Want to Start?	4		Understanding the following concepts1. Entrepreneurs Recognize Opportunities 2. Franchising 3. Finding Opportunity in an Existing Business 4. The Business Plan: Road Map to Success	Short exams, assignment ,presentation	Required text
UNIT 2. Who Are Your Customers?	5+6		Understanding the following concepts Who Are Your Customers Creating Business from Opportunity Exploring Your Market	Short exams, assignment ,presentation	Required text
UNIT 3 .Integrated Marketing (four weeks)	7+8+9+10		Understanding the following concepts . Developing the Right Marketing Mix and Plan Pricing and Credit Strategies Integrated Marketing Communications Smart Selling and Effective Customer Service	Short exams, assignment ,presentation	Required text
UNIT 4.Operating a Small Business Effectively	11+12+13		Addressing Legal Issues and Managing Risk 12. Operating for Success 13. Location, Facilities and Layout 14. Human Resources and Management	Short exams, assignment ,presentation	Required text
UNIT 5. Leadership, Ethics, and Exits (two week)	14+15		Understanding the following concepts Leadership and Ethical Practices Franchising, Licensing, and Harvesting: Cashing in the Brand	Short exams, assignment ,presentation	Required text
Review and	16				

final exam					
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21. Teaching Methods and Assignments:

Development of ILOs is promoted through the following teaching and learning methods:
Learning methodology

Lectures, and group discussions
Projects and assignment , assignment and homework related the topics

22. Evaluation Methods and Course Requirements:

Mid-term Examination	30
Participation	5
Homework	10
Short Exam	5
Final Examination	50

23. Course Policies:

A- Attendance policies: according to Jordanian university rules

B- Absences from exams and handing in assignments on time: according to Jordanian university rules

C- Health and safety procedures: according to Jordanian university rules

D- Honesty policy regarding cheating, plagiarism, misbehavior: according to Jordanian university rules

E- Grading policy: according to Jordanian university rules

F- Available university services that support achievement in the course: according to Jordanian university rules

24. Required equipment:

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25. References:

Main Reference/s:

1. main text book, Entrepreneurship, starting and operating a small business, 3rd edition, by steve mariotti ,caroline glacken 2013

Recommended books, materials, and media:

1. Barnotee Suaad. Small business management (implication for entrepreneurship). Second edition.
2. See more at: <http://www.pearsonhighered.com/educator/product/Entrepreneurship-and-Small-Business-Management>

26. Additional information:

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Name of Course Coordinator: -----Signature: ----- Date: -----

Head of curriculum committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of curriculum committee/Faculty: ----- Signature: -----

Dean: -----Signature: -----

Copy to:

Head of Department
Assistant Dean for Quality Assurance
Course File