



Course specification

Course name: Leading business Course Code: UNI103	Program: General Academic level: Second level Semester: First
Specialization: General	Number of studying units: Theoretical: (3) Practical: (none)

Intended Learning Outcomes of Course (ILOs)

1. Locates the topic of entrepreneurship among the business management curricula
2. Knows what entrepreneurship is and its importance on a personal and national level
3. Highlights the importance of the entrepreneurial idea, and the means and sources of obtaining entrepreneurial ideas
4. Defines the characteristics, components and competencies of the entrepreneur
5. Shows the types of fields of activities available to the entrepreneur to choose from to create his project
6. Prepares a feasibility study to evaluate his idea in terms of marketing and economics
7. Prepares a strategic plan / integrated business plan for a project
8. Preparing a project for operation and launch to the market
9. Manages the project professionally and efficiently to achieve a competitive advantage.
10. Get acquainted with the devices and institutions that support entrepreneurial projects, and the services they provide

a) Information and concepts:

1. Knows what is meant by the basics of entrepreneurship
2. Recognizes the competencies and capabilities of the entrepreneur
3. Identifies the success factors and the failure factors of entrepreneurial projects
4. Applies creative thinking skills to generate ideas for projects
5. Defines the steps and components of the feasibility study for the project
6. Defines the steps and components of the project's strategic plan
7. Defines the administrative tasks of the professional manager necessary for project management, its success and its continuity

b) Intellectual skills:

1. Differentiates between a traditional small project and an entrepreneurial project
2. Compares the competencies and capabilities of the entrepreneur and those of the traditional small business owner
3. Compares between the skills required for the project at its inception, and the skills required to manage the existing project

c) Professional and practical skills:

1. Compares the feasibility study of the project, the strategic plan, the business model and the business plan of the new project
2. Compares the entrepreneurial skills, and the administrative and technical skills required to deal with the project in the different stages of its life

d) General skills:

1. Works with a team to select the entrepreneurial idea
2. Being able to transform the idea into an integrated entrepreneurial project

3. Can communicate and interact with the entrepreneurship ecosystem
4. Professionally manages the entrepreneurial project to ensure its continuity

Content

Topics	Week
<ol style="list-style-type: none"> 1. Introduction to the course and definition of entrepreneurship 2. Entrepreneurship process 3. The difference between entrepreneurship and small businesses 4. Misconceptions about micro-enterprises among Egyptian youth 5. The process of entrepreneurship is an indispensable science for a person with entrepreneurship qualities 	1
<ol style="list-style-type: none"> 1. Explanation and discussion of practical case 2. Characteristics and Distinctive Capabilities of an Entrepreneur 3. What are your entrepreneur capabilities? 	2
<ol style="list-style-type: none"> 1. Explanation and discussion of practical case 2. Business types 	3
<ol style="list-style-type: none"> 1. Choosing the right method for starting a small business 2. Practical application 	4
<ol style="list-style-type: none"> 1. Criteria for considering a new idea as a business start-up 2. Resources to help generate new business ideas 3. Practical discussion 	5
<ol style="list-style-type: none"> 1. The mechanism of crystallizing the idea in the mind of the entrepreneur. 2. Methods of developing the entrepreneur's ability to generate creative ideas. 3. Make discussions and involve students in practical applications. 	6
<ol style="list-style-type: none"> 1. Solve and discuss practical case 2. Defining the general strategic plan for the leading project 3. The contents of the general plan of the project 	7
<ul style="list-style-type: none"> -Solve and discuss a practical case -Incorporation decisions. -Decisions related to the provision of production elements. 	8
<ol style="list-style-type: none"> 1. Decisions to prepare for the opening. 2. Promotion and organization of opening event 	9
<ol style="list-style-type: none"> 1. Solve and discuss practical case 2. Professional management and its tasks 	10

-Managing the transition from an entrepreneurial role to a professional manager -Open discussion	11
Learn about the most important internal and external platforms and events in the field of entrepreneurship	12
Completion of the course with an elective revision	13

Teaching and learning methods:

- Lectures
- Discussions
- Presentations and samples
- Brainstorming by giving a topic to the students and listening to their ideas, suggestions and then discussing with them.
- Collaborative learning by dividing students into individual groups and assigning them to work together on a topic

Student assessment methods:

- Mid-term exam
- Assignments
- Participation within lectures
- Final exam