



The University of Jordan
School of Engineering
Industrial Engineering Department
2019/2020

Course name:	Special Topics in Management (Innovation and Entrepreneurship)
Course code:	0936500
Credits hours	3 Hours
Contact hours/room:	1:30 (Hr: Min) / Class
Course instructor's name, E-mail, and phone:	Dr. Yousef Al Abdallat
	abdallat@ju.edu.jo
	Ex 22722
Course Coordinator:	Dr. Yousef Al Abdallat
Text book:	<ul style="list-style-type: none">• John Bessant and Joe Tidd, Innovation and Entrepreneurship, 3rd Edition, Wiley.• Writing an Effective Business Plan, Fourth Edition, Deloitte & Touché.
Other reference(s):	<ul style="list-style-type: none">• ألكسندر أوسترفالدر، تصميم القيمة المقدمة، جبل عمان للنشر.• ألكسندر أوسترفالدر، ابتكار نموذج العمل التجاري، جبل عمان للنشر.
Course Description:	<p>Selected Topics in Engineering Management (Innovation and Entrepreneurship) course aims to introduce innovation and entrepreneurship terminologies and concepts, equip the students with the knowledge and skills needed to create their own innovative ideas and advancing rational projects able to be executed in industrial, agricultural, commercial, service sectors and many others. This course utilizes theoretical and practical approaches and learning methodologies to train students and enable them to discover opportunities and boost their own capacity in this field. The course entails the following offered topics: Entrepreneurial thinking and innovation: Culture and Systems, business planning and modelling, projects and small enterprises management, social entrepreneurship, Intellectual Property (IP), technology promoting and projects funding and capitalizing. Success requirements and indicators in this course are based on the students' ability to write a mandatory and comprehensive business plan for their newly developed ideas with design a Prototypes tools.</p>
Providing Department:	Industrial Engineering
Prerequisite Course:	N/A
Course Objectives	<p>This course aims to increase employability of youth through the introduction and improvement of entrepreneurship education in higher education institutes, by:</p> <ul style="list-style-type: none">- Equipping students with the necessary capabilities to be able to utilize innovation and entrepreneurship into their personal and career development.- Using creative thinking tools to encourage entrepreneurial

	activity and innovative input into building society and communities. - Be able to an affordable way to make their product or ideas take shape and bring it to life by interactive prototypes tools and design		
Assessment Methods:	Method	Weight %	Date
	Home Works	5	
	Quizzes	5	
	Mid Exam	25	
	Projects	15	
	Final Exam (BP+PitchingII+ WE)	50	
Course Learning Outcomes:	#	After successful completion of this course, the student will be able to	SOs
	CLO1	Explain and illustrate theories of business innovation and entrepreneurship.	1
	CLO2	Create new business ideas for markets by using critical thinking tools.	4
	CLO3	Design and construct a prototype for the developed entrepreneurial idea.	2
	CLO4	Develop and write a well-standing business plan to potential investors or internal stakeholders.	7
	CLO5	Build a Multidisciplinary-Team for the entrepreneurial process.	4
	CLO6	Articulate an effective elevator pitches to gain support for the venture. Soft skills and judgments.	3

Brief list of topics	Week #	Topic
	1	Orientation
	2-3	Innovation: Definition, Types, Approaches and Examples
	4-5	Introduction to Entrepreneurship
	6	Preliminary Ideation & Teaming
	7	Business Ideation (I): Idea Creation
	8	Business Ideation (II): Idea Validation and Iteration
	9	Pitching (I)
	10	Prototyping Tools and Design
	11	Market and Marketing
	12	Business Plan And Business Model Canvas
	12-13	Writing A Comprehensive Business Plan
	14	Final Pitching (II) Judgments
Important Notes:	<ul style="list-style-type: none"> • Do not hesitate to ask questions • You are required to bring a notebook and take notes in classes. • Students are expected to attend every class session and they are responsible for all material, announcements, schedule changes, 	

	<p>etc., discussed in class.</p> <ul style="list-style-type: none"> • Discuss the assignments among yourselves • Don't Cheat; direct copying of others work will NOT be allowed or tolerated and will result in a reduction of grade. If you are found to be cheating in any way, on an exam or assignment, even signing the roll sheet for another student, you will be given an "F" for the course. There will be no exceptions. • All cases of academic dishonesty will be handled in accordance with university policies and regulations. JU policy requires the faculty member to assign ZERO grade (F) if a student misses 15% of the classes that are not excused, and 20% of the classes that are excused • Students are expected to be ready to take a quiz any time they have a class. There will be no make-up quizzes or home works. • Any students with disabilities who need accommodations in this course are encouraged to speak with the instructor as soon as possible to make appropriate arrangements for these accommodations.
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<p><i>The B.Sc. in industrial Engineering program enables students to achieve, by the time of graduation the following program learning outcome (SOs). Student outcomes are outcomes (1) through (7), plus any additional outcomes that may be articulated by the program.</i></p>			
1	An ability to identify, formulate, and solve complex engineering problems by applying principles of engineering, science, and mathematics	5	An ability to function effectively on a team whose members together provide leadership, create a collaborative and inclusive environment, establish goals, plan tasks, and meet objectives
2	An ability to apply engineering design to produce solutions that meet specified needs with consideration of public health, safety, and welfare, as well as global, cultural, social, environmental, and economic factors	6	An ability to develop and conduct appropriate experimentation, analyze and interpret data, and use engineering judgment to draw conclusions
3	An ability to communicate effectively with a range of audiences	7	An ability to acquire and apply new knowledge as needed, using appropriate learning strategies.
4	An ability to recognize ethical and professional responsibilities in engineering situations and make informed judgments, which must consider the impact of engineering solutions in global, economic, environmental, and societal contexts		