

## Faculty of Engineering & Technology

### Administration of Small Projects

#### Information :

**Course Code :** BSA H01

**Level :** Undergraduate

**Course Hours :** 2.00- Hours

**Department :** University Requirements

#### Area Of Study :

At the end of the course, students will be able to:

- Learn what is meant by small business, and entrepreneurship.
  - Understand the importance, challenges & opportunities facing owners of a small business.
  - Describe the characteristics of successful entrepreneurs.
  - Learn about the legal forms of ownership a small business can have. And describe the reasons for and against forming a particular legal form of ownership.
  - Understand the factors involved in deciding to start a new small business, buy an existing one or buy a franchise.
  - Explain the role of strategic and operational planning, and role of business plan.
  - Explain the considerations for developing and implementing a marketing strategy, and differentiate between marketing goods vs. marketing services.
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- Explain the need for profit planning for a small business.
  - Explain the importance of information for a small business, and describe some potential problems with computer technology in small business.
  - Define risk and explain some ways of coping with it, and describe how insurance can be used to minimize loss due to risk. Describe what measures to safeguard against theft.

#### Description :

Entrepreneurship & Entrepreneurs; Small Entrepreneurs' Challenges & Opportunities; Importance and Challenges of Owning & Managing a Small Business; Planning, Organizing & Operating a Small Business; Marketing, Promotion & Distribution of Small Businesses' Goods & Services; Computer Technology in a Small Business; Risk Management, Insurance & Crime Prevention in a Small Business.

#### Course outcomes :

##### a. Knowledge and Understanding: :

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| 1 - | Listing the characteristics of successful entrepreneurs.   |
| 2 - | Listing different considerations to start a new business.  |
| 3 - | Explaining the concept of entrepreneurship, and why small businesses are important.                    |
| 4 - | Defining the legal forms of ownership of a small business.   |
| 5 - | Explaining the role of strategic and operational planning, and why a business plan is needed.          |
| 6 - | Defining the considerations for developing and implementing a marketing strategy for a small business. |
| 7 - | Differentiating between marketing goods vs. marketing services.  |
| 8 - | Defining the risk management, insurance, crime prevention, and measures to safeguard against thefts.   |

##### b. Intellectual Skills: :

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| 1 - | Analyzing factors involved in running a small project, and associated challenges and risks. |
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### c. Professional and Practical Skills: :

- 1 - Conducting a strategic plan for managing a small business.

### Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
Entrepreneurship	4	1	0
Dynamic Role of Small Business	2	1	0
Opportunities & Challenges of Small Business	2	1	0
Legal Forms of Ownership	2	1	0
How to Become the Owner of a Small Business	2	1	0
Planning & Managing a Small Business	2	1	0
Obtaining the Right Financing	2	1	0
Developing the marketing Strategies	2	1	0
Product Promotion & Distribution	2	1	0
Using Computer Technology in Small Business	2	1	0
Risk Management, Insurance & Crime Prevention	4	1	0
Family-owned Businesses	4	1	0

### Teaching And Learning Methodologies :

Lectures

### Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Final exam	40.00		
Midterm Exams	50.00		
Participation	10.00		

### Recommended books :

Byrd; Mary Jane Megginson; & Leon, Small Business Management: An Entrepreneur's Guidebook, 7th Edition, 2012,