



**Course Description**  
**Master of Business Entrepreneurship**  
**For year 2022 / 2023**

<b>33750</b>	<b>Introduction to Entrepreneurship and Innovation</b>	<b>Credit Hours: 3</b>
	<p>This course aims on the behavior and attributes of entrepreneurs who operate in a competitive environment. It elaborates on the role of entrepreneurs in a competitive market and the role of government in the creation of a business environment conducive to entrepreneurship. The course also highlights the relevance of attitudes, values and beliefs to entrepreneurial activity; the management of risks; the process of new product development; and the reasons for the high failure rate of new businesses. The course aims to develop skills and an understanding of the risks and rewards of entrepreneurial activities.</p>	
<b>33752</b>	<b>Leadership Skills for Entrepreneurs</b>	<b>Credit Hours: 3</b>
	<p>This course aims to provide the students with an understanding of how to create a leading personality in addition to the main capabilities required for a businessman to become a leader, the dynamic path leaders pass especially in transforming their personalities from managerial to leadership personalities, how to identify teams, supervise them, and developing a range of soft skills and the business acumen necessary to maximize the likelihood of success in an entrepreneurial environment. The course also aims to provide the students with interpersonal skills and negotiation skills through integrated cases, simulations, and interaction with the local business community.</p>	
<b>33753</b>	<b>Fundamentals of Entrepreneurial Finance and Accounting</b>	<b>Credit Hours: 3</b>
	<p>This course aims to provide students with essential skills for effective management of new ventures operating in risky and uncertain environments. Development of pro forma financial statements and techniques for financial decision-making under uncertainty are explored. Principles that guide the financing of new venture are presented, including considerations of capital structure, management of working capital, asset financing and forms of private and public equity. The requirements of the venture capital due diligence process, negotiating with VC's, business valuation and exit alternatives are discussed. The role of accounting information in assisting entrepreneurs is examined. By analyzing and presenting financial statements of local or abroad technology companies, students develop proficiencies in understanding and interpreting financial statement information.</p>	



<b>33760</b>	<b>Entrepreneurial Marketing Strategies</b>	<b>Credit Hours: 3</b>
	<p>This course aims on the role of marketing in start-up ventures and the role of entrepreneurial thinking in marketing efforts. 'Customer needs' as the driving force in entrepreneurship is the theme of this course. The course explores novel approaches to defining markets and market segments, examines inexpensive ways to conduct relevant market research, and identifies ways to leverage marketing resources and rely on networks to accomplish marketing tasks. Students are encouraged to focus on identifying unique approaches to creating value through each of the elements of the marketing mix.</p>	
<b>33762</b>	<b>Strategic Management of Entrepreneurial Organization</b>	<b>Credit Hours: 3</b>
	<p>This course aims examined strategy development and implementation as a mean to guide decisions at each stage of the innovation and commercialization process. Insight is gained into the strategic issues faced by new ventures as they progress from seed / concept through market execution stages. Strategic analysis techniques are used to identify and analyze issues and as input into the design of the business concept and business model. The organizational structures, processes and policies used to build and maintain an entrepreneurial culture are key topics for the market execution stage.</p>	
<b>33763</b>	<b>International Business</b>	<b>Credit Hours: 3</b>
	<p>This course aims to cover an International system overview (trade, politics, economics, WTO and other relevant organizations), relevant international law, cross-cultural management, multinational finance, importing/exporting, global strategy, supply chain management, international patents/licensing. In addition to developing managerial skills, enhancing confidence and professional background for leading initiatives and refining the required skills for working in teams with people from all over the world to gain the application of theoretical knowledge and dealing with the real world through business scenario cases in an international context.</p>	
<b>33765</b>	<b>Legal Environment of Business</b>	<b>Credit Hours: 3</b>
	<p>This course aims to present the theoretical understanding of the legal environment of business at both national and international levels.</p>	
<b>33766</b>	<b>Business Economics</b>	<b>Credit Hours: 3</b>
	<p>This course aims to introduce students to the concepts of economic analysis, how to use these concepts to understand the problems of micro and macroeconomics. And to prepare economists interested in the optimal use of scarce economic resources and how to produce and distribute them to society, as well as forecasting and developing economic changes, and to shed light on the consumer, the company and government decisions. This course evaluates important aspects such as competition and market power, the role of laws, and direct foreign and international financing.</p>	



<b>33767</b>	<b>Sustainability, Corporate Social Responsibility, and Social Entrepreneurship</b>	<b>Credit Hours: 3</b>
	This course aims to introduce the concepts of social entrepreneurship and corporate social responsibility from multidisciplinary perspectives. Students are challenged to become leaders in shaping socially responsible businesses and building a civil society through the examination of emerging theory and practice, analysis of cases and an applied project with a community-based organization. In addition to supporting the culture of social responsibility within the organization's strategic planning priorities, and providing full support from top management towards sustainable development for their societies.	
<b>33768</b>	<b>Special Topics in Business Entrepreneurship and Technology</b>	<b>Credit Hours: 3</b>
	Sector-specific subjects such as health care, biotechnology, agriculture, ICTs, clean technologies, education reform, and other topics are covered.	
<b>33772</b>	<b>New Product Development</b>	<b>Credit Hours: 3</b>
	This course aims to define the concept of a new venture, its attributes, the extent to which the product matches the organization's production capabilities, the phases of developing and preparing the product and the elements related to developing and selling the new successful product in the complicated environment. It also focuses on introducing the importance of providing new products and the internal and external forces affecting the organization in addition to strategies of evaluating new products.	
<b>33773</b>	<b>Innovation Management</b>	<b>Credit Hours: 3</b>
	This course aims to understand the interaction of technology with all aspects of the organization to build and maintain a sustainable, competitive advantage. The focus of this course is the creation of new products and services from concept through to launch. Evaluating new technologies, product development and deployment strategies are key topics. In addition to introducing the students to new and beneficial ideas that are connected to ideal solutions for particular problems or developing methods or goals or deepening a vision or integrating or reconstructing known patterns in managerial attitudes in distinct and modern ways that push people forward.	
<b>33774</b>	<b>Research Methods</b>	<b>Credit Hours: 3</b>
	This course aims to equip the students with the skills in conducting scientific research through introducing them to scientific research methods and providing the basic skills in writing scientific research. Which includes defining the problem of study and its variables, the research significance and objectives, the research model and its variables based on literature review, how to define the population and sample of the study, data collection and hypotheses writing and testing methods in addition to their analysis and interpretation using statistical methods, writing the conclusions and recommendations and linking them to the literature review, and introducing the students to various documentation methods.	