



Princess Sumaya
University
للأميرة سمية
للتكنولوجيا

PROGRAM PROFILE

Business Entrepreneurship Program

2024 / 2025

PROGRAM PROFILE

PROGRAM AIMS AND OBJECTIVES

PROGRAM LEARNING OUTCOMES

CURRICULUM

COURSE DESCRIPTION



King Talal School
of Business
المملكة
تكنولوجيا الأعمال

Master of Business Entrepreneurship

The Master's Degree in Business Entrepreneurship a dynamic and immersive program designed to cultivate visionary leaders and innovative entrepreneurs. This program equips students with the strategic thinking, practical skills, and entrepreneurial mindset needed to launch successful ventures, drive business growth, and navigate the complexities of today's competitive markets.

The program blends theoretical knowledge with hands-on application, focusing on key areas such as startup development, innovation management, venture capital, and digital transformation. Students engage in real-world projects, case studies, and collaborations with industry leaders, ensuring they graduate ready to turn ideas into impactful businesses.



PROGRAM AIMS



The Master's Program in Business Entrepreneurship aims to provide educational programs in various fields of entrepreneurship, focusing on the technological and professional aspects to prepare qualified staff who can contribute to the Market.

PROGRAM OBJECTIVES



- Provide educational programs in various fields of entrepreneurship.
- Focusing on the technological and professional aspects to prepare qualified staff who can contribute to establishing and developing various business enterprises.
- Meet the market needs at the local and regional levels.

For More Info

www.PSUT.edu.jo/KTSBT/BEntrepreneurship

PROGRAM FEATURES



- **Entrepreneurial Focus:** Courses cover business modeling, funding strategies, market analysis, and scaling ventures, with an emphasis on both startups and corporate entrepreneurship.
- **Practical Experience:** Gain hands-on learning through incubator projects, pitch competitions, and mentorship from seasoned entrepreneurs.
- **Industry Connections:** Leverage PSUT's strong corporate and startup networks for internships, partnerships, and investment opportunities.
- **Flexible Learning:** Designed for working professionals, with evening classes and a blend of on-campus and hybrid learning options.
- **Global Perspective:** Explore international entrepreneurship trends and strategies for entering global markets.

PROGRAM LEARNING OUTCOMES

Program Learning Outcomes (LOs)

PLO1

Demonstrate knowledge in different aspect of entrepreneurial theories and concept and in different innovative organization and how they are managed

PLO2

Identify and analyze problems related to new business and ventures.

PLO3

Apply conceptual, analytical and innovative thinking in order to make effective decisions related to innovative ideas and new businesses

PLO4

Develop the required entrepreneurial skills to produce innovative and practical solution to different new business and ventures problems.

PLO5

Develop report writing skills that are essential in entrepreneurial settings.

PLO6

Analyze corporate social responsibility and ethical issues confronting organizations, and recommend ethically responsible actions

PLO7

Develop oral presentation skills that are essential in entrepreneurial settings.

Curriculum - Thesis Track
Master's Degree in Business Entrepreneurship
 2024/2025

| Course Title | Credit Hours | Prerequisite |
|---|--------------|--------------|
| Program Requirements (33 CHS) | | |
| 1. Compulsory Requirements (18 CHs) | | |
| Entrepreneurship & Innovation | 3 | |
| Leadership Skills of Business | 3 | |
| Fundamentals of Entrepreneurial Finance & Accounting | 3 | |
| Entrepreneurial Marketing Strategies | 3 | |
| Strategic Management of Entrepreneurial Organizations | 3 | |
| Research Methodology | 3 | |

2. Elective Requirements (6 CHs)

| | | |
|--|---|---|
| International Business | 3 | |
| Legal Environment of Business | 3 | |
| Business Economics | 3 | |
| Sustainability & Social Responsibility of Entrepreneurship Organizations | 3 | |
| Special Topics in Business Entrepreneurship & Technology | 3 | |
| New Product Development | 3 | |
| Management of Innovation | 3 | |
| Thesis Requirements (9 CHs) | | |
| Thesis | 9 | - |

Curriculum - Comprehensive Exam Track
Master's Degree in Business Entrepreneurship
 2024/2025

| Course Title | Credit Hours | Prerequisite |
|--------------|--------------|--------------|
|--------------|--------------|--------------|

Program Requirements (33 CHS)

1. Compulsory Requirements (24 CHs)

| | | |
|--|---|--|
| Entrepreneurship & Innovation | 3 | |
| Leadership Skills of Business | 3 | |
| Fundamentals of Entrepreneurial Finance & Accounting | 3 | |
| Entrepreneurial Marketing Strategies | 3 | |
| Strategic Management of Entrepreneurial Organizations | 3 | |
| International Business | 3 | |
| Special Topics in Business Entrepreneurship & Technology | 3 | |
| Research Methodology | 3 | |
| Comprehensive Exam | 3 | |

2. Elective Requirements (9 CHs)

| | | |
|---|----------|--|
| Legal Environment of Business | 3 | |
| Business Economics | 3 | |
| Sustainability & Social Responsibility of Entrepreneurship Organizations | 3 | |
| New Product Development | 3 | |
| Management of Innovation | 3 | |

Guidance Plan - Comprehensive Exam Track Master's Degree in Business Entrepreneurship 2024/2025

| | | | | |
|-------------|--------------------------|--|--|--|
| First Year | 1 st Semester | <div style="display: flex; justify-content: space-between; align-items: center;"> 3 33774 </div> <div style="text-align: center; padding: 5px;">Research Methodology</div> | <div style="display: flex; justify-content: space-between; align-items: center;"> 3 33750 </div> <div style="text-align: center; padding: 5px;">Entrepreneurship & Innovation</div> | |
| | 2 nd Semester | <div style="display: flex; justify-content: space-between; align-items: center;"> 3 33760 </div> <div style="text-align: center; padding: 5px;">Entrepreneurial Marketing Strategies</div> | <div style="display: flex; justify-content: space-between; align-items: center;"> 3 33752 </div> <div style="text-align: center; padding: 5px;">Leadership Skills for Business</div> | <div style="display: flex; justify-content: space-between; align-items: center;"> 3 </div> <div style="text-align: center; padding: 5px;">Elective Requirement</div> |
| Second Year | 3 rd Semester | <div style="display: flex; justify-content: space-between; align-items: center;"> 3 33762 </div> <div style="text-align: center; padding: 5px;">Strategic Management of Entrepreneurial Organizations</div> | <div style="display: flex; justify-content: space-between; align-items: center;"> 3 33763 </div> <div style="text-align: center; padding: 5px;">International Business</div> | <div style="display: flex; justify-content: space-between; align-items: center;"> 3 </div> <div style="text-align: center; padding: 5px;">Elective Requirement</div> |
| | 4 th Semester | <div style="display: flex; justify-content: space-between; align-items: center;"> 3 33753 </div> <div style="text-align: center; padding: 5px;">Fundamentals of Entrepreneurial Finance & Accounting</div> | <div style="display: flex; justify-content: space-between; align-items: center;"> 3 33768 </div> <div style="text-align: center; padding: 5px;">Business Entrepreneurship & Technology</div> | <div style="display: flex; justify-content: space-between; align-items: center;"> 3 </div> <div style="text-align: center; padding: 5px;">Elective Requirement</div> |
| | | | <div style="display: flex; justify-content: space-between; align-items: center;"> 0 33798 </div> <div style="text-align: center; padding: 5px;">Comprehensive Exam</div> | |

Key – Colors and Shapes



Guidance Plan - Thesis Track

Master's Degree in Business Entrepreneurship

2024/2025

| | | | | |
|-------------|--------------------------|---|--|---|
| First Year | 1 st Semester | 3 33774 Research Methodology | 3 33750 Entrepreneurship & Innovation | |
| | 2 nd Semester | 3 33760 Entrepreneurial Marketing Strategies | 3 33752 Leadership Skills for Business | 3 Elective Requirement |
| Second Year | 3 rd Semester | 3 33762 Strategic Management of Entrepreneurial Organizations | 3 337993 Thesis | 3 Elective Requirement |
| | 4 th Semester | 3 33753 Fundamentals of Entrepreneurial Finance & Accounting | 6 337993 Thesis | |

Key – Colors and Shapes



Course Description
Master's Degree in Business Entrepreneurship
2024/2025

33750

**Introduction to Entrepreneurship and
Innovation**

3

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.

33752

Leadership Skills for Entrepreneurs

3

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.

33753

**Fundamentals of Entrepreneurial Finance and
Accounting**

3

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 VCs, business valuation and exit alternatives are discussed. The role of accounting information in assisting entrepreneurs is examined.

| | | |
|--------------|---|----------|
| 33760 | Entrepreneurial Marketing Strategies | 3 |
|--------------|---|----------|

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.

| | | |
|--------------|---|----------|
| 33762 | Strategic Management of Entrepreneurial Organization | 3 |
|--------------|---|----------|

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.

| | | |
|--------------|-------------------------------|----------|
| 33763 | International Business | 3 |
|--------------|-------------------------------|----------|

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.

| | | |
|--------------|--------------------------------------|----------|
| 33765 | Legal Environment of Business | 3 |
|--------------|--------------------------------------|----------|

This course aims to present the theoretical understanding of the legal environment of business at both national and international levels.

| | | |
|--------------|---------------------------|----------|
| 33766 | Business Economics | 3 |
|--------------|---------------------------|----------|

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, the optimal use of scarce economic resources, and to shed light on the consumer, the company and government decisions.

33767**Sustainability, Corporate Social
Responsibility, and Social Entrepreneurship****3**

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 theory, analysis of cases, and applied projects.

33768**Special Topics in Business Entrepreneurship
and Technology****3**

Sector-specific subjects such as health care, biotechnology, agriculture, ICTs, clean technologies, education reform, and other topics are covered.

33772**New Product Development****3**

This course aims to define the concept of a new venture, its attributes, the phases of developing the product, and the internal and external forces affecting it. It focuses on evaluating and introducing successful new products in complex environments.

33773**Innovation Management****3**

This course aims to understand the interaction of technology with organizational functions to maintain a sustainable competitive advantage. Focus is placed on the creation of new products from concept to launch, and the evaluation and deployment of innovation.

33774**Research Methods****3**

This course aims to equip students with scientific research skills, including formulating research problems, defining variables, reviewing literature, data collection, hypothesis testing, and writing recommendations and conclusions.