

ERASMUS+ PROGRAMME Project Number: 610238-EPP-1-2019-1-JOEPPKA2-CBHE-JP

Project Title: traditional craft Heritage training, design and marketing in Jordan and Syria

Course Outline

Module 6 – Special topics in Architecture

Authors	Training and Technical Group (TTG) Scientific and Supervising Committee (SC)
WP Number	WP5 / DEVELOPMENT Make traditional crafts skills competency development an integrated part in Teaching
WP Leader	UNIFI
Course Offered by	ZUJ, JUST
Total number of pages	4

Project Coordinator

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Al-Zaytoonah
University of
Jordan



The University of Jordan



Jordan University of
Science and
Technology



The Hashemite University



Karmeh Design Studio



Tishreen
University



جامعة
المنارة
Manara University



Al-Baath University



World University Service
of the Mediterranean



Blue Room Innovation



CESIE



Università degli Studi di
Firenze



Università degli
Studi Guglielmo
Marconi



Technische Hochschule
Ostwestfalen-Lippe

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SPECIAL TOPICS IN ARCHITECTURE, COURSE SYLLABUS						
Course Code		Course Title	SPECIAL TOPICS IN ARCHITECTURE		Cr.hr. ECTS	3 6
Class Room		Time				
		Semester				
Instructor(s)			Email:	Phone:		
Office Hours	As assigned in instructors schedules on the system & in front of their offices doors					

COURSE DESCRIPTION: (ACCORDING TO THE CURRICULUM):

The methods, procedures, processes, and rules employed or followed by a company in the pursuit of its objectives must be clear to everyone involved. In addition, naturally, a company's business reputation is paramount to its success. Your company has important relationships with customers, employees, lenders, government agencies, and vendors - and the more you know about dealing with each of these groups - the better chance your company has at success. Register for one of our various Business Practices seminars to learn the essentials on how to streamline your operational costs and increase your bottom line.

COURSE OBJECTIVE:

Upon successful completion of this course, you will be able to:

- Explain how economic indicators shape business decisions;
- Identify and analyze business cycles;
- Identify the legal forms of business, and describe the advantages and disadvantages of each;
- Describe and analyze the components of the marketing mix, and explain how segmentation and research will foster an understanding of consumer behavior;
- Explain the components of a balance sheet and income statement;
- Formulate several financial ratios, and communicate the implications of those ratios for future performance of a company;
- Explain and identify leadership and management skills necessary for a successful business; and
- Identify reasons for studying business.

Throughout this course, you will also see learning outcomes in each unit. You can use those learning outcomes to help organize your studies and gauge your progress.

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STUDENT PERFORMANCE CRITERIA:

Based on NAAB 2014 Student Performance Criteria for Accreditation:

- D.3 Business Practices: Understanding of the basic principles of business practices within the firm including financial management and business planning, marketing, business organization, and entrepreneurialism.

Based on HANDS Learning Outcomes:

- LO6: Identify market trends and consumer preferences related to traditional crafts, including niche markets and potential for commercialization..
- LO7: Create comprehensive marketing strategies tailored to promote traditional crafts in local, national, or international markets.
- LO9: Considerations in the design, production, and marketing of traditional crafts, considering issues such as cultural appropriation and fair trade practices.
- LO17: Equipped with the knowledge and skills necessary for pursuing careers in traditional craft design, including understanding the market, entrepreneurship, and opportunities for further education and specialization.

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COURSE CONTENT:

Week #	Topic	Type	Grading
W1	Module #1: Introduction: The power of entrepreneurship, The different types of entrepreneurship Startup history	Project 1	Total 15%
W2	Module #2: Explaining startups What is a startup? Creative destruction and disruption Being an entrepreneur The startup ecosystem		
W3	Module #3: The problem Finding a problem that needs to be solved Validating the problem Finding your target group		
W4	Module #4: The Solution Creating and validating an idea The Build-Measure-Learn cycle Reaching customers		
W5	Module #5: Product/market fit The problem, solution and market How to learn from customers Go-to-market strategy		
W6			
W7	Project: Business Model CANVAS		
W8	Module #6: Building a team The founding team Building a team and a culture		
W9	Module #7: Company formation Setting up your company The capitalization table		
W10	Module #8: Financing A race against the clock Different types of funding Investment process		
W11	Project: Business Plan	Project 2	Total 15%
W12			
W13	Module #9: Growth and impact Acquiring customers and growing People How do startups end? Conclusion		
W14	Module #9: Growth and impact Acquiring customers and growing People How do startups end? Conclusion		
W15	Final submission for Project 2 and discussion		
* For each project: the specific schedule is within the project description.			

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GRADING:

- Grading will be based on class work and participation, and projects, assignments and quizzes, in addition to the final project (40%) as follow:

No.	Type	Start Week	Submit. Week	Weight
1	Assignments	1	--	25%
2	Mid exam / Project: Business Model CANVAS	7	11	25%
	Total			50%
	Final exam / Project: Business Plan	11	15	50%
			TOTAL	100%

- All lectures and project demonstrations take place at the beginning of the class time and will not be repeated. When you are absent or late it is your responsibility to get the missed work from your classmate.
- Portfolio and Documentation of Design Work:** Students are required to document all studio work in Digital copies of design work.

REFERENCES:

- Text Book:**
- Fitzpatrick, R., 2013. The Mom Test: How to talk to customers & learn if your business is a good idea when everyone is lying to you. Robfitz Ltd.
- Handouts:** To be introduced and handed to the students as needed.

ATTENDANCE POLICY:

Attendance policy:

- Attendance will be checked at each class and the university regulations will be strictly followed for student exceeding the maximum rate of absences.
- Late attendance will be considered as an absence.
- Late submissions will not be considered.
- Submissions without follow up with the direct instructor will not be evaluated.

CHEATING POLICY:

Cheating is not tolerated and against the university rules. Cheating will result in failing the course and reporting the incident to the dean of the college of architecture and design.

List of Suggested Projects in Accordance with HANDS LOs

Week	Project / Task	points
1	Module 7 / workshops	