

General Course Information:

Course Title	مخيم الممارسات المهنية
Course Number	0133494
Credit Hours	3 (Theory: 0, Practical: 6)
Education Type	تعلم مدمج (Blended Learning)
Prerequisites/Co-requisites	اللغة الانجليزية التقنية لطلاب تكنولوجيا المعلومات (0135101)
Academic Program	الأمن السيبراني
Program Code	0133
Faculty	كلية العلوم وتكنولوجيا المعلومات
Department	متطلب كلية مشترك
Level of Course	السنة الثالثة - الفصل الأول
Academic Year/Semester	2024/2025
Awarded Qualification	بكالوريوس
Other Department(s) Involved	جميع أقسام كلية تكنولوجيا المعلومات
Language of Instruction	العربية والإنجليزية
Date of Production/Revision	سبتمبر 2024

Course Coordinator:

Coordinator's Name	
Office No.	
Office Phone Extension	
Office Hours	
E-mail	

Other Instructors:

Instructor Name	
Office No.	
Office Phone Extension	
Office Hours	
Email	

Course Description (English/Arabic):

English	This course provides students with comprehensive knowledge and practical skills in entrepreneurship and project planning within the IT industry. Students will learn how to identify business opportunities, develop viable business models, create business plans, understand market analysis, develop financial projections, and apply project management principles. The course emphasizes hands-on experience through real-world projects and case studies, enabling students to transform innovative ideas into actionable business ventures. Topics include: entrepreneurial mindset, opportunity recognition, business model canvas, lean startup methodology, market research, competitive analysis, financial planning, funding strategies, pitching skills, and project planning using modern tools and methodologies.
عربي	يوفر هذا المقرر للطلبة المعارف الشاملة والمهارات العملية في مجال الريادة وتخطيط المشاريع في صناعة تكنولوجيا المعلومات. سيتعلم الطلبة كيفية تحديد الفرص التجارية، وتطوير نماذج الأعمال القابلة للتطبيق، وإنشاء خطط العمل، وفهم تحليل السوق،

	وتطوير التوقعات المالية، وتطبيق مبادئ إدارة المشاريع. يركز المقرر على الخبرة العملية من خلال مشاريع حقيقية ودراسات حالة، مما يمكن الطلبة من تحويل الأفكار المبتكرة إلى مشاريع تجارية قابلة للتنفيذ. تشمل المواضيع: العقلية الريادية، التعرف على الفرص، مخطط نموذج العمل التجاري، منهجية الشركة الناشئة الرشيقة، أبحاث السوق، التحليل التنافسي، التخطيط المالي، استراتيجيات التمويل، مهارات العرض، وتخطيط المشاريع باستخدام الأدوات والمنهجيات الحديثة.
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Textbook: *Author(s), Title, Publisher, Edition, Year, ISBN.*

1.	Kuratko, D. F. (2024). Entrepreneurship: Theory, Process, Practice. 12th Edition. Cengage Learning. ISBN: 978-0-357-89950-2. Website: cengage.com
2.	Neck, H. M., Neck, C. P., & Murray, E. L. (2023). Entrepreneurship: The Practice and Mindset. 3rd Edition. SAGE Publications. ISBN: 978-1-0718-5627-7. Website: sagepub.com

References: *Author(s), Title, Publisher, Edition, Year, ISBN.*

1.	Maurya, A. (2022). Running Lean: Iterate from Plan A to a Plan That Works. 3rd Edition. O'Reilly Media. ISBN: 978-1-098-10877-9. Website: oreilly.com
2.	Kerzner, H. (2022). Project Management: A Systems Approach to Planning, Scheduling, and Controlling. 13th Edition. John Wiley & Sons. ISBN: 978-1-119-80537-3. Website: wiley.com
3.	Project Management Institute. (2021). A Guide to the Project Management Body of Knowledge (PMBOK Guide). 7th Edition. PMI. ISBN: 978-1-62825-664-2. Website: pmi.org
4.	Osterwalder, A., Pigneur, Y., Etienneble, F., & Smith, A. (2020). The Invincible Company: How to Constantly Reinvent Your Organization. John Wiley & Sons. ISBN: 978-1-119-52396-3. Website: strategyzer.com
5.	Aulet, B. (2024). Disciplined Entrepreneurship: 24 Steps to a Successful Startup. Expanded and Updated Edition. John Wiley & Sons. ISBN: 978-1-394-22107-4. Website: wiley.com

Course Educational Objectives (CEOs):

1.	Develop an entrepreneurial mindset and understand the fundamentals of entrepreneurship in the technology sector.
2.	Apply business modeling tools and methodologies to evaluate and develop technology-based business opportunities.
3.	Develop comprehensive project plans using industry-standard project management tools and techniques.
4.	Create and deliver professional business pitches and project proposals effectively.

Intended Learning Outcomes (ILOs):

Code	Intended Learning Outcomes (ILOs)	Relation to CEOs	Contribution to PLOs	Bloom's Level	JNQF Descriptors
K - Knowledge and Understanding					
K1	Explain the key concepts, theories, and principles of entrepreneurship and innovation.	CEO1	PLO1-K, PLO3-K	2	K
K2	Describe business modeling frameworks and project management methodologies.	CEO2, CEO3	PLO2-K, PLO4-K	2	K
K3	Identify market analysis techniques and financial planning fundamentals.	CEO2	PLO3-K, PLO5-K	1	K
S - Intellectual Skills					
S1	Analyze market opportunities and assess business viability using appropriate tools.	CEO2	PLO6-S, PLO7-S	4	S
S2	Design comprehensive business models using Business Model Canvas and related frameworks.	CEO2, CEO3	PLO7-S, PLO8-S	6	S
S3	Evaluate project risks and develop mitigation strategies.	CEO3	PLO8-S, PLO9-S	5	S
C - Competencies					
C1	Develop and present a complete business plan for a technology-based venture.	CEO1, CEO4	PLO10-C, PLO11-C	6	C
C2	Create and manage project schedules using professional project management tools.	CEO3	PLO11-C, PLO12-C	6	C
D - Transferable Skills					
D1	Communicate effectively through professional presentations and written business documents.	CEO4	MT1	3	S, C
D2	Work collaboratively in teams to develop and execute project deliverables.	CEO3, CEO4	MC1, MT1	3	S, C

***Bloom Taxonomy Levels:** 1-Remembering, 2-Understanding, 3-Applying, 4-Analyzing, 5-Evaluating, 6-Creating

****JNQF Descriptors:** K-Knowledge, S-Skill, C-Competency

Weekly Schedule *(please choose the type of teaching)*

☐ Face to Face (F2F) ☒ Hybrid (One-To-One) ☐ Online

Schedule of Sessions and their Topics:

Week	First Session	Second Session	ILOs	PLOs	JNQF
1	Course Introduction & Overview of Entrepreneurship	The Entrepreneurial Mindset	K1	PLO1-K	K
2	Opportunity Recognition & Evaluation	Workshop: Identifying Business Opportunities	K1, S1	PLO3-K, PLO6-S	K, S
3	Business Model Canvas - Part 1	Business Model Canvas - Part 2	K2, S2	PLO2-K, PLO7-S	K, S
4	Workshop: Creating Your Business Model Canvas	Lean Startup Methodology	S2, C1	PLO7-S, PLO10-C	S, C
5	Market Research & Analysis	Competitive Analysis Workshop	K3, S1	PLO5-K, PLO6-S	K, S
6	Financial Planning for Startups	Workshop: Financial Projections	K3, S1	PLO5-K, PLO8-S	K, S
7	Funding Strategies & Sources	Review & Midterm Preparation	K2, K3	PLO4-K, PLO5-K	K
Midterm Exam (30%)					
9	Introduction to Project Management	Project Life Cycle & Methodologies	K2	PLO2-K, PLO4-K	K
10	Project Scope & Requirements	Workshop: Defining Project Scope	S2, C2	PLO7-S, PLO11-C	S, C
11	Project Scheduling (Gantt Charts, WBS)	Workshop: Using Project Management Tools	S2, C2	PLO8-S, PLO11-C	S, C
12	Risk Management in Projects	Workshop: Risk Assessment & Mitigation	S3	PLO8-S, PLO9-S	S
13	Business Plan Development	Workshop: Writing Your Business Plan	C1, D1	PLO10-C, MT1	C
14	Pitching Skills & Presentation Techniques	Workshop: Pitch Practice Sessions	D1, D2	MC1, MT1	S, C
15	Final Project Presentations - Group A	Final Project Presentations - Group B	C1, D1, D2	All	K, S, C
16	Final Exam				

Teaching Methods and Assignments:

Development of ILOs is promoted through the following teaching and learning methods:

- Lectures and interactive discussions
- Flipped learning with pre-class materials
- Project-based learning (PBL)
- Problem-solving workshops
- Case study analysis
- Guest speaker sessions from industry
- Group discussions and peer learning
- Hands-on workshops using business planning tools
- Pitch presentation practice

Course Policies:

A- Attendance policies:

The maximum allowed absences is 15% of the lectures.

B- Absences from exams and handing in assignments on time:

Midterm exam can be retaken based on approval of excuse by the instructor's discretion. Not handing assignment on time will incur penalties.

C- Academic Health and safety procedures:

Students must follow university health and safety guidelines during all activities.

D- Honesty policy regarding cheating, plagiarism, and misbehaviour:

Cheating, plagiarism, misbehaviour will result in zero grade and further disciplinary actions may be taken.

E- Grading policy:

- All homework is to be posted online through the e-learning system.
- Exams will be marked within 72 hours and the marked exam papers will be handed to the students.
- Online Activities (Course Videos, Practice labs, Discussion Forums, Quizzes): 20%
- Midterm Exam: 30%
- Final Exam: 50%

F- Available university services: E-Learning Platform, Labs, Library.

Required Equipment:

- PC / Laptop with webcam and microphone
- Internet Connection
- Access to the ZUJ E-Learning Platform at <https://exams.zuj.edu.jo/>
- Microsoft Office Suite (Word, Excel, PowerPoint)
- Project Management Software (Microsoft Project / Jira / Trello)
- Business Model Canvas tools (Strategyzer or similar)
- Presentation software for pitch development

Assessment Tools Implemented in the Course:

- Final Exam (Written + Practical)
- Midterm Exam
- Business Model Canvas Assignment
- Business Plan Project
- Final Pitch Presentation
- Project Management Deliverables (WBS, Gantt Chart, Risk Register)
- Quizzes
- Discussion Forums Participation
- Case Study Analysis Reports
- Peer Evaluation for Group Work
- Improvement plans for online or face-to-face teaching

Responsible Persons and their Signatures:

Course Coordinator		Completed Date	/ /
		Signature	

Received by (Department Head)		Received Date	/ /
		Signature	