



COURSE SPECIFICATION 1st SEMESTER

Course Name : Entrepreneurship
Code : KU 127
Credit : (2-0)

Course Description:

Explanation of the role and importance of entrepreneurship for students, with theoretical explanations and discussion of entrepreneurial cases.

References:

<https://researchguides.library.tufts.edu/c.php?g=248830&p=1657420>

Topics:

1. Lecture Contracts and Entrepreneurship Insights
2. Entrepreneurial concepts and motivation in general as well as an Islamic perspective and the Entrepreneurial Assistance Program in the Campus Environment
3. Definition of Creativity, and Creative Ideas for Problem Solving
4. Business Plan Proposal
5. Business economic analysis
6. Business Feasibility Study
7. Marketing Techniques
8. Focus Group Discussion (FGD) / Technical Guidance
9. Sales Transaction Practice Presentation I
10. Sales Transaction Practice Presentation II
11. Sales Transaction Practice Presentation III
12. Sales Transaction Practice Presentation IV
13. Sales Transaction Practice Presentation V
14. Sales Transaction Practice Presentation VI
15. Market Gallery Program
16. Entrepreneurship Competency Test