

# Republic of Yemen

Ministry of Higher Education & Scientific Research

## Council of Academic Accreditation & Quality Assurance of Higher Education(CAQA)

21 September University for Medical and Applied Sciences



Faculty of Engineering and Computer  
Department of Information Technology  
Program of Information Technology  
Course Specification of  
Entrepreneurship  
Course Code. (07.01. 717)

2024



T4: This Template is Developed and Approved by CAQA-Yemen, 2023

Prepared by:  
Dr. Malek Algabri

Reviewed by:  
Dr. ----

Head of the Department:

Quality Unit: Dean

## I. General Information:

1.	Course Title:	Entrepreneurship				
2.	Course Code:	07.01. 717				
3.	Credit Hours:	Credit Hours	Theory Contact Hours		Practical Contact Hours	
			Lecture	Tutorial/ Seminar	Lab	Clinical
		2	2	--	--	--
4.	Level/ Semester at which this Course is offered:	Level 4/ Semester 2				
5.	Pre –Requisite (if any):	non				
6.	Co –Requisite (if any):	non				
7.	Program (s) in which the Course is Offered:	Bachelor of Medical Information Technology				
8.	Language of Teaching the Course:	English				
9.	Location of Teaching the Course:	Faculty of Medical Technology				
10.	Prepared by:	Dr. Malek Algabri				
11	Date and Number of Approval by Council:					

## II. Course Description:

This course focuses on understanding basic entrepreneurial concepts, the entrepreneurial mindset, and developing entrepreneurial skills through hands-on learning. The course emphasizes the entrepreneurial process and the application of this process to a broad range of business contexts. The course also addresses creativity, securing resources, team building, communication, and leadership.

III. Course Intended Learning Outcomes (CILOs) : Upon successful completion of the course, students will be able to:		Referenced PILOs	
<b>A. Knowledge and Understanding:</b>		I, P or M/A	
a1	Using a framework to identify and refine entrepreneurial ideas and understand how those ideas relate to core elements of a business.		A1 Demonstrate an understanding of appropriate models, theories, mathematical foundations, and techniques related to Health Information Technology discipline. .
a2	Identify and refine entrepreneurial ideas and apply them to core elements of a business.		A4 Demonstrate a sound understanding the computing concept related to analysis, design, implementation, and evaluation of Health information system.
			A3
<b>B. Intellectual Skills:</b>			
b1	identify types of services provided by entrepreneurs and small businesses		B2 Analyze the impacts of computing on Health objectives and customer needs, and consider them during the analytical processing, selection, integration, configuration and administration of information systems
b2	develop an understanding of the entrepreneurial process and apply use of it to solve consumer, business, and social problems		B4 Evaluate IT based solution to meet a given set of Health requirements in the context of Health Information Technology discipline
			B3
<b>C. Professional and Practical Skills:</b>			
c1	identify, develop, and evaluate entrepreneurial opportunities [Critical Thinking];		C1 Employ effectively the concepts, principles of computational tools, techniques used for the construction and documentation of Health Information of varying complexity.

c2	apply a business model and lean startup method to test market a best idea		C3	Use systematic approaches to select, develop, apply integrates, and administrate secure computing technologies to accomplish user and Health goals.
			C3	
<b>D. Transferable Skills:</b>				
d1	demonstrate effective communication and negotiation skills.		D2	Commit to professional ethics, responsibilities, and norms of professional IT practices
d2	demonstrate effective communication strategies used in business		D3	Communicate effectively in writing and orally in a variety of professional contexts.
			D3	
I= Introduced, P=Practiced or M/A= Mastered/Advanced				

<b>(A) Alignment of Course Intended Learning Outcomes (Knowledge and Understanding) to Teaching Strategies and Assessment Methods:</b>			
	Course Intended Learning Outcomes	Teaching Strategies	Assessment Strategies
a1	Using a framework to identify and refine entrepreneurial ideas and understand how those ideas relate to core elements of a business.	<ul style="list-style-type: none"> <li>▪ Lectures, Interactive class</li> <li>▪ discussions, Tutorials.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Written exams, assignment</li> <li>▪ work, quizzes, submission of</li> <li>▪ reports</li> </ul>
a2	Identify and refine entrepreneurial ideas and apply them to core elements of a business.		
a3		▪	▪
<b>(B) Alignment of Course Intended Learning Outcomes (Intellectual Skills) to Teaching Strategies and Assessment Methods:</b>			
	Course Intended Learning Outcomes	Teaching Strategies	Assessment Strategies

b1	identify types of services provided by entrepreneurs and small businesses	<ul style="list-style-type: none"> <li>▪ Lectures, Tutorial, Interactive class</li> <li>▪ discussions, and group work,</li> <li>▪ presentation</li> </ul>	<ul style="list-style-type: none"> <li>▪ Written exams, Project, Case</li> <li>▪ studies and assignment work.</li> </ul>
b2	develop an understanding of the entrepreneurial process and apply use of it to solve consumer, business, and social problems		
	...	▪	▪
<b>(C) Alignment of Course Intended Learning Outcomes (Professional and Practical Skills) to Teaching Strategies and Assessment Methods:</b>			
	<b>Course Intended Learning Outcomes</b>	<b>Teaching Strategies</b>	<b>Assessment Strategies</b>
c1	identify, develop, and evaluate entrepreneurial opportunities [Critical Thinking];	<ul style="list-style-type: none"> <li>▪ Short lectures, case study, Laboratory</li> <li>▪ experiments, Project, and group work,</li> <li>▪ Field training, Drawing sessions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Written exams, quizzes, Practical</li> <li>▪ exam assignment and report</li> <li>▪ submission</li> </ul>
c2	apply a business model and lean startup method to test market a best idea		
	...	▪	▪
		▪	▪
<b>(D) Alignment of Course Intended Learning Outcomes (Transferable Skills) to Teaching Strategies and Assessment Methods:</b>			
	<b>Course Intended Learning Outcomes</b>	<b>Teaching Strategies</b>	<b>Assessment Strategies</b>
d1	demonstrate effective communication and negotiation skills.	<ul style="list-style-type: none"> <li>▪ Group work, Self-study, Interactive</li> <li>▪ class discussions, Tutorials, Seminar/</li> <li>▪ project/presentation, Laboratory</li> <li>▪ experiments, Project, and Art Gallery</li> </ul>	<ul style="list-style-type: none"> <li>▪ Project presentation, Laboratory</li> <li>▪ exam, Report/Project</li> </ul>
d2	demonstrate effective communication strategies used in business		
	...	▪	▪

#### IV. Course Contents:

A. Theoretical Aspect:					
No.	Units/Topics List	Sub Topics List	Number of Weeks	Contact Hours	Learning Outcomes (CILOs)
1	Introduction	The Entrepreneurial Mindset	1	2	a1,a2
2	Entrepreneurial Process	Ideation & Innovation	1	2	a1,a2
3	Ideation & Innovation	Business Models	1	2	a1,a2,b1
4	Individual Ideation Presentations	<ul style="list-style-type: none"> <li>- Individual Ideation Report &amp; Presentation</li> <li>- Evaluating an Opportunity</li> </ul>	1	2	a1,a2,b2,d1
5	Market Research (Primary Research / Customer Validation)	<ul style="list-style-type: none"> <li>- Group Ideation Report</li> <li>- Readings TBD</li> <li>- Market Research (Primary Research / Customer Validation)</li> </ul>	1	2	a1,a2,b1,b2,d1,d2
6	Market Research (Secondary Research)	Market Research(Secondary Research)	1	2	b1,b2,c1
7	Writing Business Proposals/Plans	Lab	1	2	b1,b2,c1
8	Resourcing / Funding the Venture	Lab	1	2	b1,b2,c1,d1,d2
9	Mid team	Mid team exam	1	2	b1,b2,c1,d1,d2
10	Social Entrepreneurship	Customer Validation Reports	1	2	b1,b2,c1,d1,d2
11	Lifestyle Entrepreneurship	Interview with an Entrepreneur Assignment	1	2	a1,a2,b1,b2,c1

No.	Units/Topics List	Sub Topics List	Number of Weeks	Contact Hours	Learning Outcomes (CILOs)
					,d1,d2
12	Communicating the Opportunity	Elevator Pitch Elevator Pitch Assignment Part 1: Due on Part 2: Due by	1	2	a1,a2, b1,b2,c1 ,d1,d2
13	Business Proposal Workshop	Business Proposal Lab	1	2	a1,c1,c2 , b1,b2,c1 ,d1,d2
14	Team Investor Presentation Workshop	Team Investor Presentation Lab	1	2	a1,c1,c2 , b1,b2,c1 ,d1,d2
15	Venture Presentations	- Venture - Presentations - Final Venture Proposal	1	2	a1,c1,c2 , b1,b2,c1 ,d1,d2
16	Final Theoretical Exam	Final Exam	1	2	a1,a2, a1,c1,c2 , b1,b2,c1 ,d1,d2
Number of Weeks /and Units Per Semester			16	32	

## VII. Assignments:

No.	Assignments	Week Due	Mark	Aligned CILOs (symbols)
1	Assignment 1: Ideation Assignment	1-10	5	a1,a2, a1,c1,c2, b1,b2,c1,d1,d2
2	Assignment 2: Ideation Presentation	2-12	5	a1,a2, a1,c1,c2,

No.	Assignments	Week Due	Mark	Aligned CILOs (symbols)
				b1,b2,c1,d1,d2
3	Assignment 3: Class Attendance and Participation	Every unit	5	a1,a2, a1,c1,c2, b1,b2,c1,d1,d2
4	In-Class Assignments, Activities & Homework	2-12	5	a1,a2, a1,c1,c2, b1,b2,c1,d1,d2
<b>Total</b>				

### VIII. Schedule of Assessment Tasks for Students During the Semester:

No.	Assessment Method	Week Due	Mark	Proportion of Final Assessment	Aligned Course Learning Outcomes
1	Assignments	1-12	20		a1,a2, a1,c1,c2, b1,b2,c1,d1,d2
2	Mid-Term Theoretical Exam	7-8	20		a1,a2,b1,b2,d1,d2
3	- Venture - Presentations - Final Venture Proposal	14	20		a1,a2, a1,c1,c2, b1,b2,c1,d1,d2
4	Final Theoretical Exam	16	40		a1,a2, a1,c1,c2, b1,b2,c1,d1,d2
<b>Total</b>			<b>100</b>		

### IX. Learning Resources:

- *Written in the following order:* Author, Year of publication, Title, Edition, Place of publication, Publisher.

#### 1- Required Textbook(s) (maximum two):

- 1- Nader H. Asgary, Emerson A. Maccari, Heloisa C. Hollnagel, Ricardo L.P. Bueno, Entrepreneurship, Innovation, and Sustainable Growth: Theory, Policy, and Practice, Routledge, Year: 2024, ISBN: 103252247X,9781032522470
- 2- Oswaldo Lorenzo, Peter Kawalek, Leigh Wharton, Entrepreneurship, Innovation, and Technology ,Publisher: Routledge, Year: 2023 ,ISBN: 1032376686,9781032376684

<b>2- Essential References:</b>	
1-	Lee Swanson, University of Saskatchewan, Entrepreneurship and Innovation Toolkit, OPENPRESS.USASK.CA,, 2017
2-	Ramachandran , Entrepreneurship Development, Mc Graw Hill
<b>3- Electronic Materials and Web Sites etc.:</b>	
<b>Websites:</b>	
1-	<a href="#">Predicting Startup Success (Links to an external site.)</a>
2-	<a href="#">Marketing Analysis Toolkit: Breakeven Analysis (Links to an external site.)</a>
3-	<a href="#">Marketing Analysis Toolkit: Spreadsheet Accompaniment (Links to an external site.)</a>
4-	<a href="#">Breakeven Analysis &amp; Operating Leverage (Links to an external site.)</a>
5-	<a href="#">The Business Model Canvas: A Useful Tool (pp. 1-7)</a>

<b>X. Course Policies: (Based on the Uniform Students' By law (2007))</b>	
<b>1</b>	<b>Class Attendance:</b> Class Attendance is mandatory. A student is considered absent and shall be banned from taking the final exam if his/her absence exceeds 25% of total classes.
<b>2</b>	<b>Tardiness:</b> A student will be considered late if he/she is not in class after 10 minutes of the start time of class.
<b>3</b>	<b>Exam Attendance/Punctuality:</b> No student shall be allowed to the exam hall after 30 minutes of the start time, and shall not leave the hall before half of the exam time has passed.
<b>4</b>	<b>Assignments &amp; Projects:</b> Assignments and projects must be submitted on time. Students who delay their assignments or projects shall lose the mark allocated for the same.
<b>5</b>	<b>Cheating:</b> Cheating is an act of fraud that results in the cancelation of the student's exam or assignment. If it takes place in a final exam, the penalties stipulated for in the Uniform Students' Bylaw (2007) shall apply.
<b>6</b>	<b>Forgery and Impersonation:</b> Forgery/Impersonation is an act of fraud that results in the cancelation of the student's exam, assignment or project. If it takes place in a final exam, the penalties stipulated for in the Uniform Students' Bylaw (2007) shall apply.



**Other policies:**

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The University official regulations in force will be strictly observed and students shall comply with all rules and regulations of the examination set by the Department, Faculty and University Administration.

Faculty of Medical Technology  
 Department of Medical Information Technology  
 Program of Medical Information Technology  
 Course Specification of  
 Entrepreneurship  
 Course Code. (07.01. 717)

I. Information about Faculty Member Responsible for the Course:							
Name of Faculty Member:		Office Hours					
Location & Telephone No.:	---						
E-mail:	--@--.	SAT	SUN	MON	TUE	WED	THU

202../202..

II. Course Identification and General Information:					
Course Title:	Entrepreneurship				
Course Code:	07.01. 717				
Credit Hours:	Credit Hours	Theory Contact Hours		Practical Contact Hours	
		Lecture	Tutorial/S	Lab	0

				seminar		i n i c a l
		2	2	--	--	- -
	Level/ Semester at which this Course is offered:	Level 4/ Semester 2				
	Pre –Requisite (if any):	non				
	Co –Requisite (if any):	non				
	Program (s) in which the Course is Offered:	Bachelor of Medical Information Technology				
	Language of Teaching the Course:	English				
	Location of Teaching the Course:	Faculty of Medical Technology				
	Prepared by:	Dr. Malek Algabri				
11	Date and Number of Approval by Council:					

### III. Course Description:

This course focuses on understanding basic entrepreneurial concepts, the entrepreneurial mindset, and developing entrepreneurial skills through hands-on learning. The course emphasizes the entrepreneurial process and the application of this process to a broad range of business contexts. The course also addresses creativity, securing resources, team building, communication, and leadership.

### IV. Course Intended Learning Outcomes (CILOs) :

Upon successful completion of the Course, student will be able to:

	A. Knowledge and Understanding:
a1	Using a framework to identify and refine entrepreneurial ideas and understand how those ideas relate to core elements of a business.
a2	Identify and refine entrepreneurial ideas and apply them to core elements of a business.

	<b>B. Intellectual Skills:</b>
b1	<b>identify types of services</b> provided by entrepreneurs and small businesses
b2	develop an understanding of the entrepreneurial process and apply use of it to solve consumer, business, and social problems
	<b>C. Professional and Practical Skills:</b>
c1	identify, develop, and evaluate entrepreneurial opportunities [Critical Thinking];
c2	<b>apply a business model and lean startup method to test market a best idea</b>
	<b>D. Transferable Skills:</b>
d1	demonstrate effective communication and negotiation skills.
d2	<b>demonstrate effective communication strategies</b> used in business

## V. Course Contents:

### A. Theoretical Aspect:

No.	Units/Topics List	Sub Topics List	Number of Weeks	Contact Hours
1	Introduction	– The Entrepreneurial Mindset	1	2
2	Entrepreneurial Process	– Ideation & Innovation	1	2
3	Ideation & Innovation	– Business Models	1	2
4	Individual Ideation Presentations	- Individual Ideation Report & Presentation - Evaluating an Opportunity –	1	2
5	Market Research (Primary	- Group Ideation Report - Readings TBD	1	2

No.	Units/Topics List	Sub Topics List	Number of Weeks	Contact Hours
	Research / Customer Validation)	– Market Research (Primary Research / Customer Validation)		
6	Market Research (Secondary Research)	Market Research(Secondary Research)	1	2
7	Writing Business Proposals/Plans	Lab –	1	2
8	Resourcing / Funding the Venture	Lab –	1	2
9	Mid team	– Mid team exam	1	2
10	Social Entrepreneurship	Customer Validation Reports –	1	2
11	Lifestyle Entrepreneurship	Interview with an Entrepreneur Assignment –	1	2
12	Communicating the Opportunity	Elevator Pitch Elevator Pitch Assignment Part 1: Due on Part 2: Due by	1	2
13	Business Proposal Workshop	Business Proposal Lab	1	2
14	Team Investor Presentation Workshop	Team Investor Presentation Lab	1	2
15	Venture Presentations	- Venture - Presentations - Final Venture Proposal	1	2

No.	Units/Topics List	Sub Topics List	Number of Weeks	Contact Hours
16	Final Theoretical Exam	Final Exam	1	2
Number of Weeks /and Units Per Semester			16	32

## VI. Teaching and Learning Strategies of the Course:

- Interactive lectures,
- Problem solving,
- Tutorials,
- Seminar/ Project/Presentation,
- Teamwork,
- Laboratory based session,
- Interactive Class Discussions,
- Directed Self- Study,
- Exercises and Home Works,
- Field Visits.

## VII. Assessment Methods of the Course:

- Coursework Activities
- Written tests
- Written assessments such as multiple-choice questions and Quizzes
- Report/Project/ Practical Lab Sessions
- Home works and assignments.
- Presentations

## VIII. Assignments:

No.	Assignments	Week Due	Mark
1	Assignment 1: Ideation Assignment	1-10	5
2	Assignment 2: Ideation Presentation	2-12	5
3	Assignment 3: Class Attendance and Participation	Every unit	5
4	In-Class Assignments, Activities & Homework	2-12	5
Total			

### IX. Schedule of Assessment Tasks for Students During the Semester:

No.	Assessment Method	Week Due	Mark	Proportion of Final Assessment
1	Assignments	1-12	20	
2	Mid-Term Theoretical Exam	7-8	20	
3	- Venture - Presentations - Final Venture Proposal	14	20	
4	Final Theoretical Exam	16	40	
Total			100	

  

No.	Assessment Method	Week Due	Mark	Proportion of Final Assessment
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#### Websites:

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- 2- [Marketing Analysis Toolkit: Breakeven Analysis \(Links to an external site.\)](#)
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- 4- [Breakeven Analysis & Operating Leverage \(Links to an external site.\)](#)
- 5- [The Business Model Canvas: A Useful Tool \(pp. 1-7\)](#)

## XI. Course Policies: (Based on the Uniform Students' Bylaw (2007))

	<b>Class Attendance:</b>
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**Other policies:**

The University official regulations in force will be strictly observed and students shall comply with all rules and regulations of the examination set by the Department, Faculty and University Administration.