



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY

Introductory Lecture

Prepared by Dr. Mohamed Soliman

ENT628
Entrepreneurial Strategy



Lecture 1

Biography of Lecturer

2020 to Present **Senior Lecturer**
Business Innovation Department, Prince of Songkla University, Thailand

2015 to 2019 **Research Fellow /Teaching Assistant**
School of Management, USM, Malaysia

2016to 2017 **President of SOM PhD Club Committee**
USM Student Ambassador
School of Management, USM, Malaysia

2004 to 2014 **Teaching Assistant / Lecturer**
Faculty of Business, Economics and Information systems. Misr University for Science and Technology (MUST), Egypt





Biography of Lecturer

PhD in Technology Management

School Of Management (SOM), Universiti Sains Malaysia (USM), Malaysia

USM is No. 147 QS World University Ranking, 2022

The medium of study is in English

MBA in Management Information Systems

Arab Academy for Banking and Financial Science (AABFS)

The medium of study is in English. Grade: Excellent (Honors)

Bachelor of Business Administration degree (Honors) in Business Information Systems

Faculty of Business, Economics and information systems, Misr University for Science and Technology (MUST)

The Medium of study is in English. Grade: Excellent with Honors (CGPA 4.3)



Tutorials

Analysis and Business Forecasting In a Digital Age

Computer Applications in Business

Entrepreneurship

Operations Management

Materials Management

Business Research Methods

Management Information Systems

Software in Business

Operation Research in Management

Technological Innovation in Service and Manufacturing

Principle of Mathematics for Business

Financial Mathematics

Descriptive Statistics

Applied Statistics

Advanced Computer Applications

Database Management

System Analysis and Design

Decision Support Systems





MOOCs (Massive Open Online Courses)

1. Business Analytics with MS Excel <https://mooc.psu.ac.th/learn/psumooc-650194/>
2. Business Intelligence for Industry: MS Power BI Hands-on (*On progress*)
3. Non-degree Data Analytics for Businesses (*On progress*)



List of Publications

1. Ali, R. , Soliman, M. S. M.*, Mahmud,I (2023). Modeling behavioral intention to use mobile learning among Egyptian preparatory students during the Covid-19 Pandemic: An extended UTAUT model. Information Development. *SAGE Publishers Ltd. (in Press)*. ISI Web of Science (IF 2.079), Scopus indexed.
2. Soliman, M. S. M.*, Nuh, R., Hayeemad, M., Hama, I., Islam, M.(2023). Are SMEs ready to adopt Business Intelligence Systems? A Case of Thai Southern Provinces. Journal of Information Technology Management. *(Under review)*. Scopus indexed.
3. Soliman, M. S. M., Ali, R. *, Mahmud,I , Khalid, J. (2023). Factors Affecting Continuous Intention to Use Edmodo platform by Egyptian Students during COVID-19 Pandemic: An Integrated Model. International Journal for Educational Integrity (IJEI). *(Under review)*. Springer Publishers Ltd. ISI Web of Science, Scopus indexed.
4. Soliman, M.*, Hama, I., Tawalbeh, A., Hayeemad, M., Nuh, R. (2022). Explaining the Enablers and Inhibitors of Business Intelligence System adoption: insights on Thai SMEs. Proceedings of the 7th International Conference on Information Technology & Society (ICITS 2022), Malaysia. Adopting enterprise resource planning (ERP) in higher education: A SWOT analysis
5. Soliman, M., & Noorliza, K.*(2022). Adopting enterprise resource planning (ERP) in higher education: A SWOT analysis. International Journal of Management in Education, 16(1), 20-39. Scopus indexed.
6. Soliman, M. S. M., Karia, N. (2021). Investigating ERP readiness enablers and inhibitors among Egyptian higher education institutions. Global Business Review. *SAGE Publishers Ltd.* Scopus indexed.
7. Soliman, M. S. M., Karia, N. (2020). Explaining the competitive advantage of Enterprise Resource Planning adoption: insights Egyptian higher education institutions. Journal of Information Technology Management. Scopus indexed.
8. Soliman, M. S. M., Karia, N. (2021). Role of Resource-based view in predicting ERP perceived value: higher education perceptions. Journal of Technology Management and Business. *Publisher of Universiti Tun Hussein Onn Malaysia*.
9. Soliman, M. S. M., Karia, N., Moeinzadeh, S., & Islam, M. S (2019). Modelling Intention to Use ERP Systems among Higher Education Institutions in Egypt: UTAUT Perspective. Scopus indexed.
10. Islam, M. S, Karia, N., Fauzi, F. B. A., & Soliman, M. S. M. (2019). Intention to Adopt Mobile Banking in Bangladesh: An Empirical Study of Emerging Economy. International Journal of Business Information Systems. DOI: [10.1504/IJBIS.2019.10013142](https://doi.org/10.1504/IJBIS.2019.10013142) Scopus indexed.

List of Publications (cont.)

11. Khalid, J., Ram, B. R., Soliman, M., Ali, A. J., Khaleel, M., & Islam, M. S. (2018). Promising digital university: a pivotal need for higher education transformation. Int. J. Management in Education, 12(3). **Scopus indexed.**
12. Soliman, M., & Karia, N. (2017). Antecedents for the Success of the Adoption of Organizational ERP Among Higher Education Institutions and Competitive Advantage in Egypt. Engineering, Technology & Applied Science Research, 7(3), 1719-1724. **ISI Web of Science indexed.**
13. Karia, N., & Soliman, M. (2017). Factors affecting enterprise resource planning (ERP) systems adoption among higher education institutions in Egypt. INTERNATIONAL JOURNAL OF ADVANCED AND APPLIED SCIENCES, 4(5), 144-151. doi:[10.21833/ijaas.2017.05.025](https://doi.org/10.21833/ijaas.2017.05.025). **ISI Web of Science indexed.**
14. Soliman, M. S. M., Karia, N., Moeinzadeh, S., Fauzi, F. B. A., & Islam, M. S (2017). Towards an Understanding of the Behavior Intention and Benefits to Use Enterprise Resource Planning Systems among Higher Education Institutions' End-Users in Egypt: The Role of Readiness for Change. Conference proceedings. 12th Asian Academy of Management International Conference 2017 (AAMC 2017).
15. Islam, M. S., Karia, N., Soliman, M. S. M., Fouji, M. H., Khalid, J., & Khaleel, M. (2017). Adoption of Mobile Banking in Bangladesh: A Conceptual Framework. Review of Social Sciences, 2(8), 01-08.
16. Islam, S., Karia, N., Fauzi, F. B. A., & Soliman, M. (2017). A review on green supply chain aspects and practices. Management & Marketing, 12(1), 12-36. **Scopus indexed.**
17. Soliman, M., & Karia, N (2016). Enterprise Resource Planning (ERP) Systems in the Egyptian Higher Education Institutions: Benefits, Challenges and Issues. Proceedings of the International Conference on Industrial Engineering and Operations Management. **Scopus indexed.**
18. Soliman, M., & Karai, N. (2015). Enterprise Resource Planning (ERP) System as an Innovative Technology in Higher Education Context in Egypt. International Journal of Computing Academic Research (IJCAR), 5, 265269.
19. Soliman, M., & Karia, N. (2015). Higher education competitive advantage: enterprise resource planning systems. Journal of Research in Management & Technology, 5(5).
20. Soliman, M., & Karia, N. (2015). Enterprise Resource Planning Systems in Higher Education Context: Functionalities and Characteristics. International Journal of Innovative Research in Science, Engineering and Technology, 4(11), 10408-10413.



Research Grants

1. **Predicting Factors Influencing Intent of Cultural Tourists in Southern Border Provinces of Thailand: An Integrated Model.** Source: National Research and Innovation Information System (NRIIS), Fundamental Fund (FF) Year 2023/2024.
2. **Technology in Tourism to Achieve the Sustainable Development Goals (SDGs): Explore visitors' perspectives on contactless technology in the age of COVID-19 and smart hospitality perspective.** Source: National Research and Innovation Information System (NRIIS), Fundamental Fund (FF) Year 2023/2024.
3. **Predicting purchase intent of halal cosmetic products for Gen Y women: a case study in the southern border provinces of Thailand.** Source: National Research and Innovation Information System (NRIIS), Fundamental Fund (FF) Year 2023/2024.
4. **A Survey of Perceived Value of Business Intelligence Systems and Organizational Efficiency in SMEs: A Case Study of Southern Border Provinces of Thailand.** Source: Knowledge Research Scholarship 2023, Prince of Songkla University (PSU).
5. **Model of Students' Consistency in Using E-Learning Platforms During and After COVID-19: The Case of a University's Islamic Studies Program in the Southern Border Provinces of Thailand.** Source: Develop new researchers in 2023, Prince of Songkla University (PSU).
6. **Modelling Emotional Intelligence and Job Performance among Secondary Schools' Administrators in Thailand's Southern Border Provinces: Transformational Leadership and Self-efficacy as Mediators.** Source: National Research Council of Thailand (NRCT), Scholarship for research work development of new generation professors for the year 2023/2024.
7. **A study of millennial consumers' intentions in choosing Halal cosmetics in the southern border provinces of Thailand.** Source: Faculty of Islamic Sciences Research Fund 2022, Prince of Songkla University (PSU).

Volunteering Activities

- Associate Reviewer, Interdisciplinary Journal of Information, Knowledge, and Management (IJIKM), Informing Science Institute, (2022 - ongoing), USA
- Facilitator, Mini SEEDS Thailand, 2022, Prince of Songkla University (PSU), Thailand
- Session Chairperson and Reviewer at UUM - PSU Symposium (March 2022)
- Executive Member of Colloquium 34th (2017), SOM, USM, Malaysia
- Committee member of 5th ASEAN Future Leaders Summit (AFELES) 2017, USM, Malaysia
- Participant and presenter of AAMC (2017) conference, Penang, Malaysia
- Participant in Malaysia Three-Minute Thesis Competition(2017) at Dewan Budaya, USM, Penang
- Participant and presenter of IEOM (2016) conference, Kuala Lumpur, Malaysia
- Committee member of Colloquium 33th (2016), USM, Malaysia
- Participant of Colloquium 32th (2015), SOM, USM, Malaysia
- Participant of Colloquium 31th (2014), SOM, USM, Malaysia
- Participant in Symposium (2013), SOM, USM, Malaysia





Awards

Delivering Excellence with Soul Award from MAJLIS PERSADA KENCANA 2018, Universiti Sains Malaysia (USM).

Three-Minute Thesis (3MT) Competition, 34th Postgraduate Colloquium (2017), School of Management, USM.

Poster Presentation Competition, 34th Postgraduate Colloquium (2017), School of Management, USM.

Certificate of Graduation for Speechcray 2016, Bayan Baru Toastmasters Club, Penang, Malaysia.



Everyone's Smart University is an educational entity, operating with a unique business model. It is based in the United Arab Emirates with a registration No. FZC-2011-21 and license No. 4248 issued from Fujairah Free Zone to practice academic activities for higher education remotely, the university has many international accreditations and offers all its programs remotely in cooperation with Midocean University, licensed by the Comorian Ministry of Education with license No. N22-1110. ESU is one of the investments of Everyone's Smart University holding Group in Saudi Arabia, with a registration No.1010664457



Mission: To promote knowledge, encourage innovation, and provide higher education programs with high-quality content at nominal prices that suit everyone.

Vision: We become the first educational institute to embrace the principle of a cooperative educational community, providing science for business to develop and build the societies.

Our Philosophy

Knowledge and learning is a right for everyone, and it is the responsibility of the society members to preserve this right.

Our Promise

Not to prevent anyone from his right to learn.



The Master of Entrepreneurship is an outstanding exciting program, that leverage your skills to lead innovation, acquire negotiations, leadership skills and apply design thinking to drive long-term career progression, improve business productivity and global competitiveness.

This program is designed with a clear focus on the development of practical skills and opportunities for the application of knowledge to real-life organizational situations aiming to generate value and drive sustainable economic, social, technological, and organizational development.

Processes and mindset central to entrepreneurship and innovation that created throughout this program are equally important to new and early-stage ventures, and within existing organizations.



ENT 624 Entrepreneurial Strategy

Credit Hours: 3 credit hours

- This course emphasizes how entrepreneurial strategy focuses on creating structural change or responding to change that is induced externally.
- It also covers Grabber-holder dynamics as an analytical framework for developing entrepreneurial strategy, which in turn increases success in creating and shaping the diffusion of new technology or product innovation dynamics.
- It includes modeling, case studies, and a term project.
- This course provides a strategy framework for growth entrepreneurship.
- It is particularly focused on helping students create a sustainable competitive advantage and understand how to do so in the early uncertain stages of a startup.

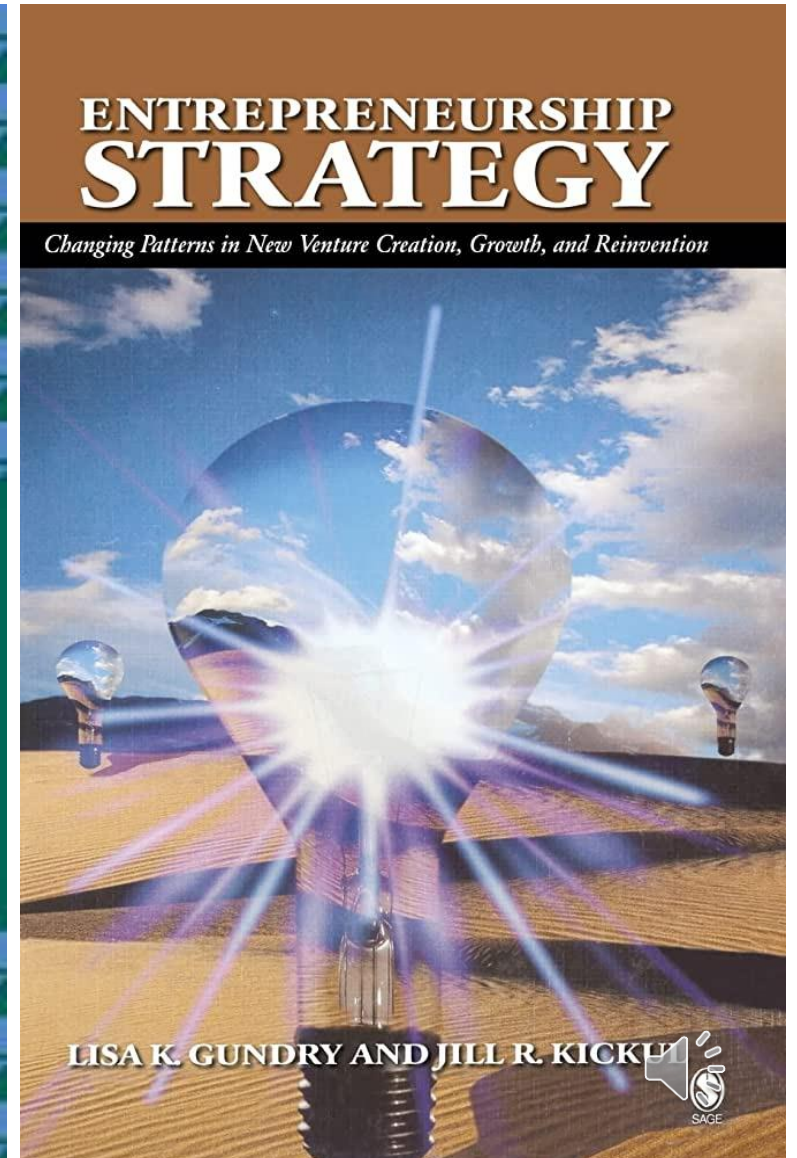


Course Learning Outcomes (CLOs): On successful completion of the course students will be able to:

1. Understand the **key role of strategy** in the discovery and **exploitation of opportunities** as entrepreneurial firms form and grow.
2. Critically evaluate relevant theories, **concepts and models underpinning entrepreneurial strategy**.
3. Understand the **significance of entrepreneurial firms** to innovation in the economy.
4. Become aware of the **key traits and behaviors associated with successful entrepreneurship**.
5. Learn how **a well-established model of strategy** can be used to develop strategy for emerging organizations.
6. Using **creative tools for diagnostics for Entrepreneurial Systems to learn about needs, problems, and changes** for an industry in which you are interested.
7. Demonstrate an advanced ability to **create, implement and evaluate entrepreneurial strategies** to complex, real-world case studies and a major work-based project.



Course Material Textbooks



Study Plan (Lecture)

Week	Topics
1	Introductory lecture 
2	Entrepreneurship and Strategy
3	Developing Strategy for the Emerging Venture Using the 7-S Model
4	Strategies for Evaluating Opportunities
5	The Feasibility Analysis: Beginning the Evaluation Process
6	Positioning the Firm for Strategic Advantage
7	Developing the Go-to-Market Strategy
8	The Strategic Plan Outline and Strategic Positioning + Case study I (Booking.com)
9	A Lean Framework for Starting a New Venture
10	Lean Canvas model + Case study II (Uber) + Case study III (Airbnb)
11	Managing New Ventures
12	Revision
13	Final Exam



Assessment

items	Marks
10 x Quizzes (quiz = 8 marks)	80
Final Exam	20





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Thank You

