

Program of Master of Entrepreneurship
Prepared by Dr. Aya Mohamed
Master Program

Orientation Lecture



Entrepreneurship Master Program

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.



Entrepreneurship Master Program

The Master of Entrepreneurship is a very good choice for you if you need to:

- Strengthen your ability to live and work in a highly multicultural and international environment.
- Create your entrepreneurial mindset.
- Strengthen your capacity to make innovation a reality
- Gain a strong foundation in Entrepreneurship Essentials.
- Gain a strong understanding and application of design thinking.



The Master of Entrepreneurship is a very good choice for you if you need to:

- • Secure maximum value for your organization through learning negotiation techniques
- • Advance your business leadership career through product analysis and development.
- • Learn about entrepreneurial finance and budgeting.
- • Prepare for career advancement through your ability to create value and ensure the success and sustainability of your organization.
- • Learn about Global Entrepreneurship and its impact.



Program Learning OUTCOMES:

- • Understand entrepreneurship essentials and its application in the recognition and exploitation of product/service/process opportunities.
- • Explore innovation and the issues associated with developing and sustaining innovation within organizations.
- • Design creative strategies for pursuing, exploiting and further developing new opportunities.
- • Apply the latest trends in innovative thinking, learn to test new ideas, excel your creative problem-solving skills, and drive business growth in any organization or industry.
- • Gain critical skill sets, techniques, and communication methods to become a crafty, collaborative negotiator.



Program Learning OUTCOMES:

- • Understand the concepts of design thinking approaches.
- • Secure and manage financial resources in new and established organizations.
- • Become familiar with the process of conceiving a new product, building a minimum viable product (MVP), develop a complementary business model and plan, and test the market.
- • Critically assess the relationship of brand narratives and imagery with brand resonance.
- • Analyze the effectiveness of brand experiences, considering theoretical advances, managerial practices, and ethical considerations.
- • Evaluate innovative practices within a global context.
- • Evaluate financial and economical strategic planning models within organizations.



The background features a collage of educational and professional icons overlaid on a blurred image of hands typing on a laptop. The icons include a graduation cap, a target with an arrow, a play button, an open book, a magnifying glass, a group of people, and a person at a desk. The entire graphic is composed of several overlapping rounded rectangular shapes in shades of blue, orange, and white.

Welcome to the program Master of Entrepreneurship Semester One

Subjects



ENT 511 Entrepreneurship and Innovation	3 Hours
ENT 612 Entrepreneurship Leadership & Organizational Behavior	3 Hours
ENT 614 Product Analysis and Development	3 Hours





Product Analysis and Development
Prepared by Dr. Aya Mohamed
Course Overview

ENT 614
Orientation Lecture



This course provides theoretical and practical concepts of product ideation, design, management, and development. This course is designed for aspiring and active product leaders seeking to pursue careers in product analysis and management. Through this course, you will learn the fundamentals for designing and managing products.



Module 1: Product Analysis: Types, Methods, and Examples

Module 2: New Product Development (Part One)

Module 3: New Product Development (Part Two)

Module 4: Product Roadmaps & How to Make Them

Module 5: - Business Model (Part One)

- Product and Brand Strategy (Part Two)



Lecture 1

- What is Product Analysis?
- What Is Product Analysis in Design and Technology?
- Why Is Product Analysis Necessary?
- Examining the Difference Between Product Screening and Product Analysis
- What Is the Difference Between Customer Analysis and Product Analysis?
- Difference Between Ladle Analysis and Product Analysis



Lecture 2

- Product Analysis Methods
- Competitive Product Analysis
- How To Write a Product Analysis Report?
- Product Analysis Example
- Conclusion



- New-Product Development Strategy
 - Customer-centered new product development
 - Team-based new product development
 - Systematic new product development
- Managing New-Product Development
- Product Life-Cycle Strategies
- New-Product Development Process
 - IDEATION
 - IDEATION SCREENING



- New-Product Development Process (Contin...)
 - CONCEPT DEVELOPMENT & TESTING
 - MARKETING STRATEGY DEVELOPMENT
 - BUSINESS ANALYSIS
 - PRODUCT DEVELOPMENT
 - TEST MARKETING
 - COMMERCIALIZATION
- Additional Product and Service Considerations



Lecture 7

- What Is a Product Roadmap?
- Why Use a Product Roadmap?
- What To Include in the Product Roadmap?
- What Are the Parts of a Product Roadmap?
- How to Build a Product Roadmap?
- What Are the Different Types of Product Roadmaps?
- What Are the Best Practices for Great Roadmaps?



Lecture 8

- What Is the Now-Next-Later Approach in Product Roadmap?
- Product Roadmap vs. Technology Roadmap
- What is the Agile roadmap?
- How to create an effective agile roadmap?
- Agile roadmap vs. release plan



Lecture 9

- What is a business model? The range of business models
- The business model and the business plan
- The sixteen business model archetypes
 - Revenue models - Enterprise models --Industry models
- The parts of the business model
- The business model dilemma of technology shifts
- Considerations in designing a business model



- Product planning and Strategy
- Competitive strategy
- The competitive environment
- Differentiation and product positioning
- Competing with other products
- Brand strategy and Brand extensions
- Market entry
- Launch and continuing improvement



Teaching Strategy & Methodology

ENT 614
Orientation Lecture



- Students can view from home to substitute lecturing in the classroom
- **FLIP** represent the four pillars included in this type of learning:
Flexible environment, Learning culture shift, Intentional content, and Professional educator.

Flexible
Environment

Learning
Culture shift

Intentional
content

Professional
educator



Plus +

Online Discussions

- Allows for more time in class to be devoted to **active learning** rather than instruction
- Different strategies and methodologies will be applied through the online discussions.



Assessment Methodology

ENT 614
Orientation Lecture



Assessment Structure

Short
Exams

Post
Lecture

10 short
exams = 80

End
Semester
Exam

End of
semester

1 Exam
= 20



Product Analysis and Development

Prepared by Dr. Aya Mohamed

Orientation Lecture



Thank You

