

# Entrepreneurship & Innovation

Prepared by Dr. Amany Ramadan

## Lecture 1

### جامعة الجميع الذكية

تسعى لتكون الكيان الأول الذي يتبنى مبدأ المجتمع التعليمي  
التعاوني ويقدم العلم مقابل العمل لتنمية وبناء المجتمعات.

ENT 511

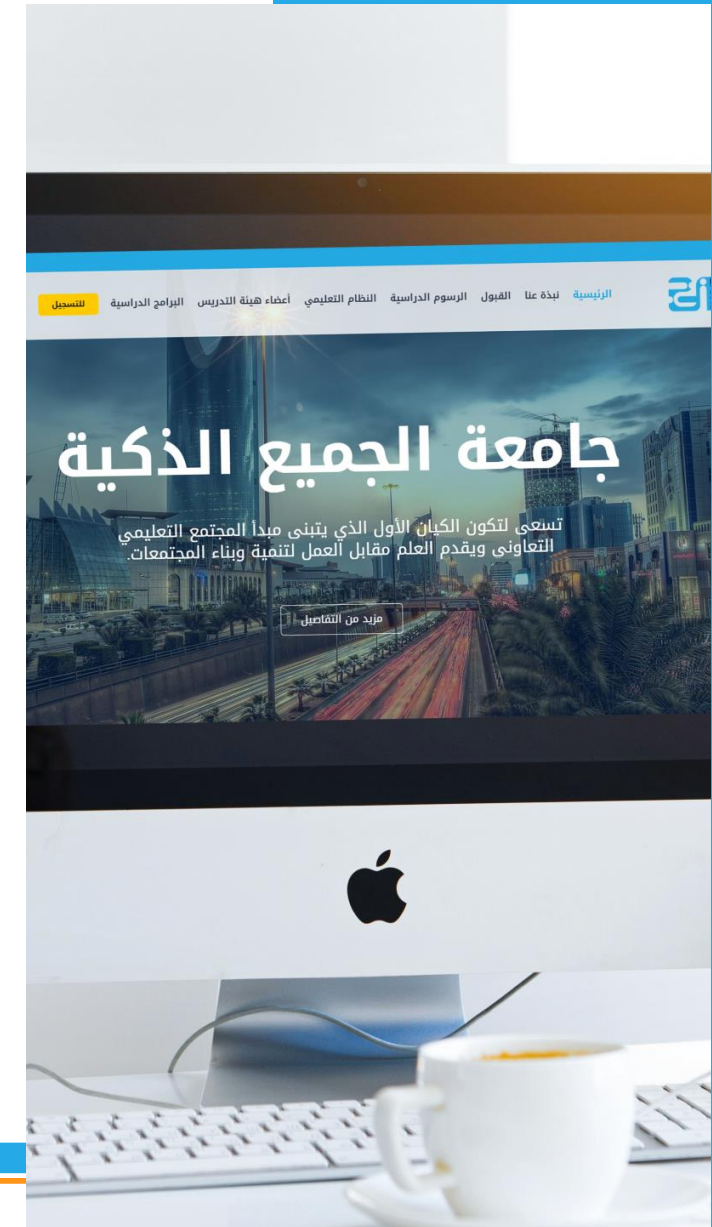
Entrepreneurship & Innovation



جامعة الجميع الذكية  
EVERYONE'S SMART UNIVERSITY

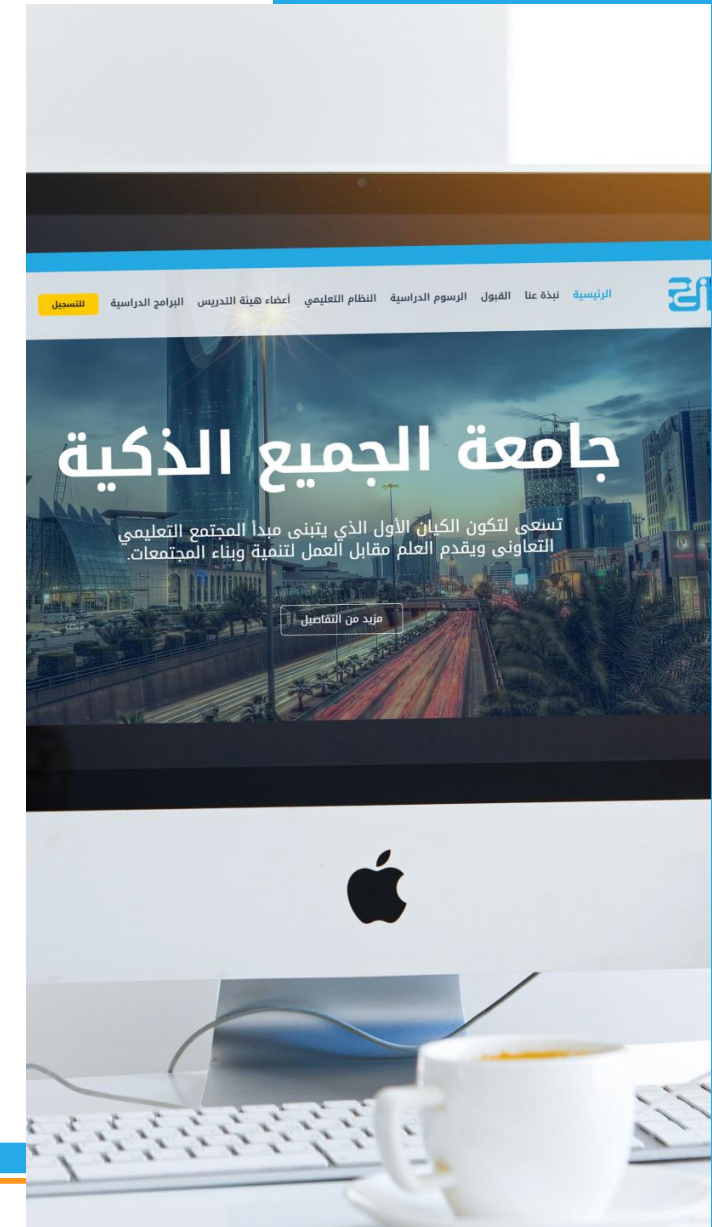
# Entrepreneurship and innovation

This Entrepreneurship and Innovation course focuses on the interconnection between entrepreneurial thinking and innovation. Specifically, we look at models used to grow both start-up companies as well as innovation inside large organizations.



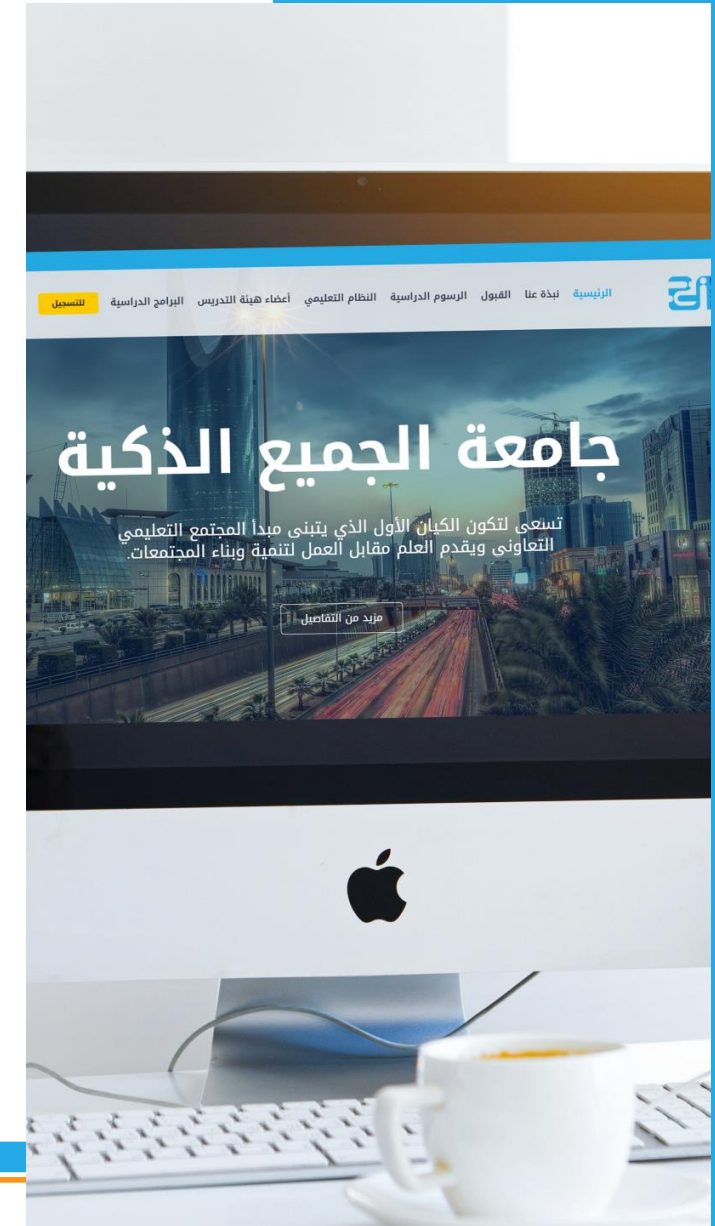
# Entrepreneurship and innovation

This course addresses critical areas for successful growth, including design thinking, open innovation, business models, product-market fit, and financing. This course will teach you how to think like an entrepreneur and provide you with the models, tools, and frameworks to further develop your business or idea. An emphasis will be placed on startup innovation ecosystem. In this first part, From Basics to Open Innovation, the following areas are included: innovation and entrepreneurship basics; the different entrepreneurship models; the importance of failure; market analysis: how to engage with customers; and open innovation prospective.



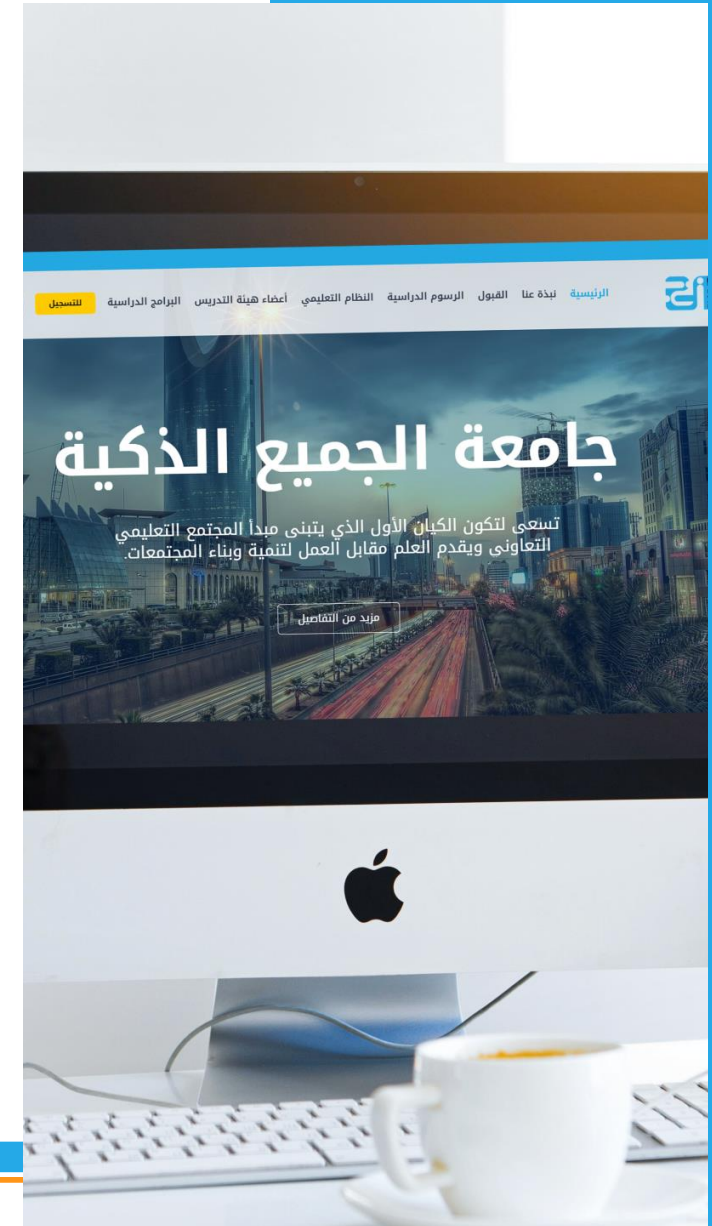
## Course objectives

- Give students the knowledge about understanding the nature of enterprise and entrepreneurship
- Introduce the role of the entrepreneur, innovation, and technology in the entrepreneurial process
- Development of growth-oriented businesses - whether for-profit or not-for-profit
- How to manage and mitigate uncertainty and risk in entrepreneurship
- Engage in policy making in the entrepreneurship ecosystem



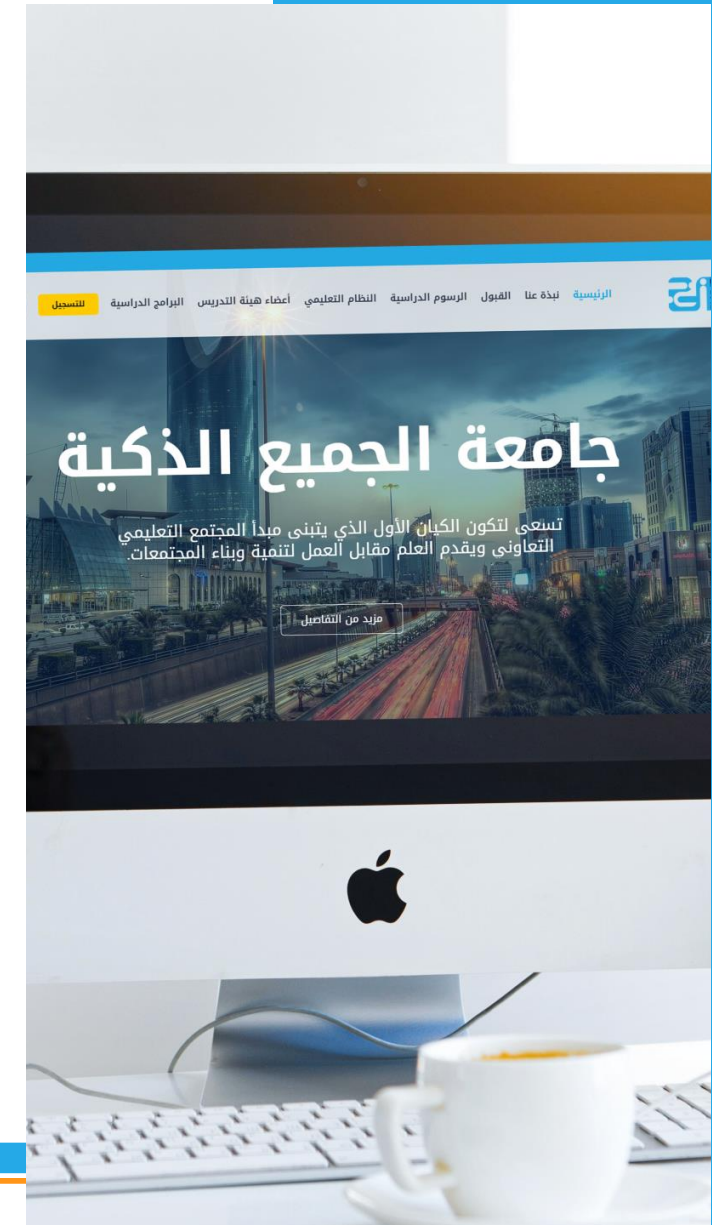
# Course Objectives

- Discuss the attitudes, values, characteristics, behavior, and processes associated with possessing an entrepreneurial mindset and engaging in successful appropriate entrepreneurial behavior.
- Discuss what is meant by entrepreneurship and innovation from both a theoretical and practical perspective, and the role of the entrepreneur in the new enterprise creation process.
- Describe the ways in which entrepreneurs perceive opportunity, manage risk, organize resources, and add value.



# Course Objectives

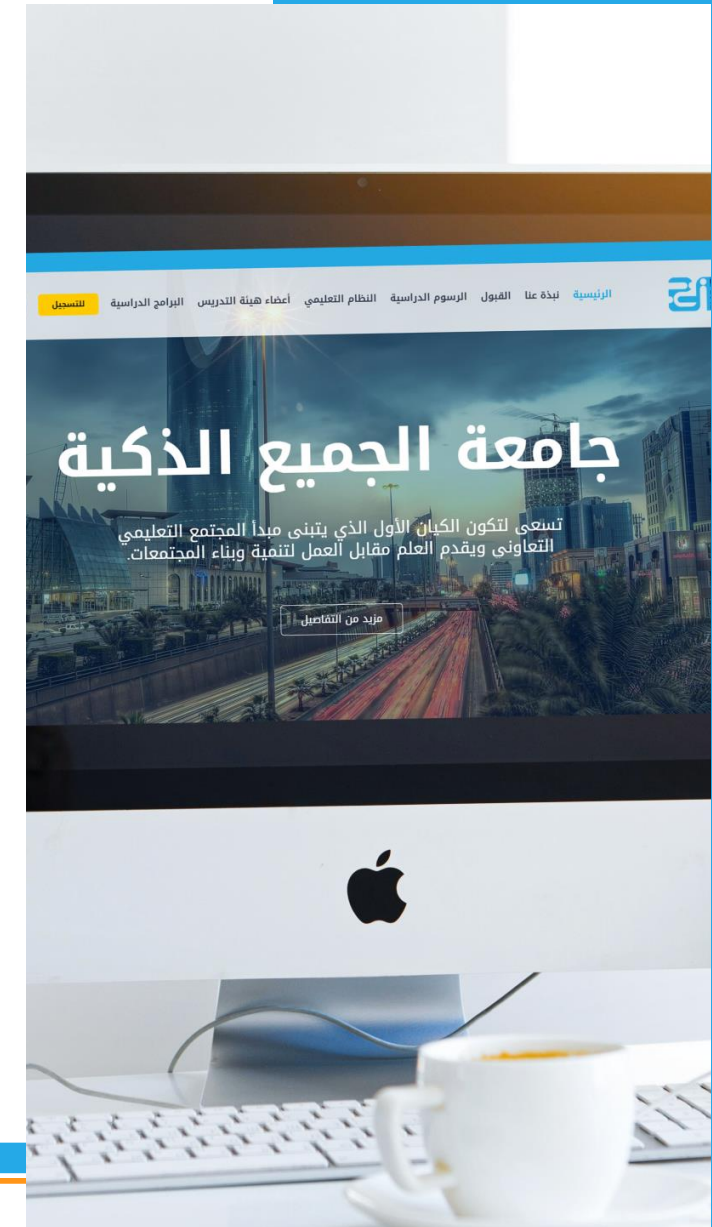
- Develop a plan for implementing entrepreneurial activities in a globalized and competitive environment being responsible for the social, ethical and culture issues.
- Engage in a continuing learning process through the interaction with peers in related topics, as individuals and as team members.



## Credit Hours

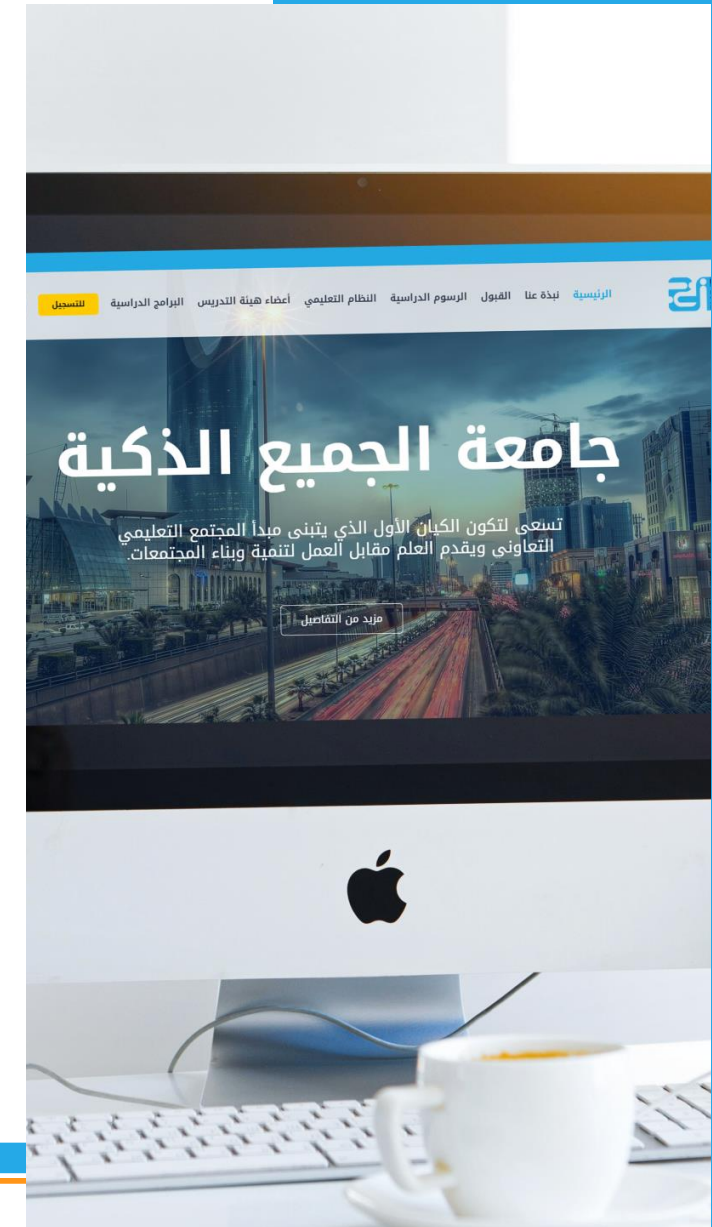
Credit Hours: 3 credit hours

The main material and reference for each course will be the suggested textbook mentioned in the syllabus and other related materials. Lecture notes and slides are additional resources that are prepared by the professor.



# Topics

- Introduction to Entrepreneurship
- Opportunity Recognition and Design Thinking
- Evaluating Entrepreneurial Opportunities
- Business Models
- Business Planning
- Key Resources & Financing Entrepreneurship
- Business Set-Up, Start-Up, and Growth
- Strategic Entrepreneurship
- Innovation and Entrepreneurship
- The Entrepreneurial Environment and ecosystem



# Learning Outcomes

1. Understand what entrepreneurship is, understand the life of an entrepreneur and the process of transforming an idea into a viable business.
2. Understand the difference between an invention/idea and an innovation, the diversity of forms of innovation.
3. Learn how to introduce an innovation to market.
4. Learn about open innovation funnel.
5. Understand the role of entrepreneurship in society and its power to solve social problems, discovering a potentially fulfilling path for your professional life.
6. Work collaboratively with other students, developing active listening and the ability to conduct in-depth interviews, developing analytical skill.
7. Students advance their skills in customer development, customer validation, competitive analysis, and iteration while utilizing design thinking and process tools to evaluate in real-world problems and projects.
8. Students can create presentations and business
9. Participants will learn to manage uncertainty, build and test hypothesis and put the problem before the solution. Participants will be encouraged to build teams with diverse technical and personal skills and will be required to go out and talk to potential customers, gather feedback and integrate the learning into their solution

