

**Al-Zaytoonah University of Jordan**  
**Faculty of Economics & Administrative Sciences**  
**Faculty of Graduate Studies**  
[Http://www.alzaytoonah.edu.jo](http://www.alzaytoonah.edu.jo)

## **Advanced Innovation & Entrepreneurship Management**

### **Subject Outline**

**Session and Year** : first 2011/2012  
**No of Credit Hours** : 3  
**Pre-requisite(s)** : Nil

**Dr. Abdul Aziz B. Alnidawy**  
**Head of Department of Business**  
**Administration**

# Section 1: General Information

## 1.1 Lecture Information

Day: Tuesday

Time: 2-4 P.M

## 1.2 Subject Objectives

The subject provides thorough and meaningful insights into the nature, dimensions, constructs and prerequisites of entrepreneurship as philosophy and best-business practices. All core aspects of the world of innovation and entrepreneurship are discussed, analyzed and thoroughly examined. Ways and means of managing innovation and entrepreneurship are discussed, analyzed and thoroughly examined. Ways and means of managing innovation and entrepreneurship are presented, highlighted and bridged to best business practices.

## 1.3 Learning Outcomes

On successful completion of this subject, the student should be able:

1. To thoroughly understand and appreciate the entrepreneurial process.
2. To provide practical guide to the process of successfully launching and growing an entrepreneurial venture, through a thorough analysis of entrepreneurial process.
3. To prepare, analyze, discuss and bridge real case studies to the body of knowledge, and consequently to real life situations.

## 1.4 Subject Schedule

W.	Topic	Chapter
1	Expectations from the course & Introduction to entrepreneurship	1
2	Recognizing Opportunities and Generating Ideas	2+3
3	The entrepreneurship Triangle	6
4	Innovation through Creativity& Idea Generation & Evaluation	2+4
5	Industry & Competitor Analysis	5
6	Developing an Effective Business Model through Innovation	6
7	Mid Term Exam	
8	Building a New-Venture Team	9
9	Managing and Growing an Entrepreneurial Firm	11
10	Strategies for Firm Growth	14
11	Strategies for firm Growth (cont.)	14
12	Global Issues in Innovation & entrepreneurship Management	3,4,7,9
	13	Brainstorming
14	Review an clarification	
15	Final Exam	

