



SELF PROGRAM 2024/2025

Entrepreneurship & Innovation

Rita Saliba

Course information

Number of credits : 6 credits

Contact hours : 30 hours

Hours taught per week : 3 hours to 6 hours per week

Teaching period : Fall Semester 2024

Course description :

This course will address both theoretical and in-depth aspects of entrepreneurship and innovation. While it does not provide instruction on how to establish a company, it equips you with all the necessary tools to do so.

- Entrepreneurial Foundations:

History and global impact of entrepreneurship

Types of start-ups and their economic contributions

- Strategic Decision Making:

Entrepreneurial vs. managerial decision-making processes

Cultural and leadership influences on entrepreneurship

- International Entrepreneurship:

Importance of international business for entrepreneurs

Strategies for entering global markets

Overcoming barriers to international entrepreneurship

- Creativity and Innovation:

Sources and methods for generating new business ideas

Creative problem-solving techniques

Prerequisites :

No prerequisites are required; however, general knowledge of entrepreneurship and innovation is beneficial.

Course objectives:

Upon completion of this course, students will be able to:

- Generate and develop their own entrepreneurial ideas.
- Discuss and comprehend the entrepreneurial process and the significant role entrepreneurs play in society.
- Identify and pursue international entrepreneurship opportunities.

Assessment:

60% final oral presentation (in class)

40% workshops

Attendance:

To participate, students must be present. Nevertheless, a maximum of 2 (two) unexcused absences will be allowed; otherwise, no mark will be given. An unexcused absence at a test (final test or continuous assessment) means no credits for the course.

Bibliography:

- The Lean Startup: how today's entrepreneurs use continuous innovation to create radically successful businesses - by Eric Ries
- Start with why - Simon Sinek

- Managing and shaping innovation - Steve Conway and Fred Steward – Oxford

- HBR's 10 must reads on entrepreneurship and startups – Steeve Blank, Mark Andreesen, Reid Hoffmann, William A. Sahiman