

**Faculty of Engineering & Technology**

**Administration of Small Projects**

**Information :**

**Course Code :** BSA H01

**Level :** Undergraduate

**Course Hours :** 2.00- Hours

**Department :** University Requirments

**Instructor Information :**

Title	Name	Office hours
Professor	Ahmed Naguib Hassan Nassar	3
Assistant Lecturer	Nouran Ashraf Ali Abdeltawab	

**Area Of Study :**

At the end of the course, students will be able to:

- Learn what is meant by small business, and entrepreneurship.
- Understand the importance, challenges & opportunities facing owners of a small business.
- Describe the characteristics of successful entrepreneurs.
- Learn about the legal forms of ownership a small business can have. And describe the reasons for and against forming a particular legal form of ownership.
- Understand the factors involved in deciding to start a new small business, buy an existing one or buy a franchise.
- Explain the role of strategic and operational planning, and role of business plan.
- Explain the considerations for developing and implementing a marketing strategy, and differentiate between marketing goods vs. marketing services.
- Explain the need for profit planning for a small business.
- Explain the importance of information for a small business, and describe some potential problems with computer technology in small business.
- Define risk and explain some ways of coping with it, and describe how insurance can be used to minimize loss due to risk. Describe what measures to safeguard against theft.

**Description :**

Entrepreneurship & Entrepreneurs; Small Entrepreneurs' Challenges & Opportunities; Importance and Challenges of Owning & Managing a Small Business; Planning, Organizing & Operating a Small Business; Marketing, Promotion & Distribution of Small Businesses' Goods & Services; Computer Technology in a Small Business; Risk Management, Insurance & Crime Prevention in a Small Business.

**Course outcomes :**

**a.Knowledge and Understanding: :**

1 -	a1. Listing the characteristics of successful entrepreneurs.
2 -	a2. Listing different considerations to start a new business.
3 -	a3. Listing different considerations to start a new business.
4 -	a4. Defining the legal forms of ownership of a small business.
5 -	a5. Explaining the role of strategic and operational planning, and why a business plan is needed.

6 -	a6. Defining the considerations for developing and implementing a marketing strategy for a small business.
7 -	a7. Differentiating between marketing goods vs. marketing services.
8 -	a8. Defining the risk management, insurance, crime prevention, and measures to safeguard against thefts.

**b. Intellectual Skills :**

1 -	b1. Analyzing factors involved in running a small project, and associated challenges and risks.
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**c. Professional and Practical Skills :**

1 -	c1. Conducting a strategic plan for managing a small business.
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**Course Topic And Contents :**

Topic	No. of hours	Lecture	Tutorial / Practical
Entrepreneurship	4	2	0
Dynamic Role of Small Business	2	1	0
Opportunities & Challenges of Small Business	2	1	0
Legal Forms of Ownership	2	1	0
How to Become the Owner of a Small Business	2	1	0
Planning & Managing a Small Business	2	1	0
Obtaining the Right Financing	2	1	0
Developing the marketing Strategies	2	1	0
Product Promotion & Distribution	2	1	0
Using Computer Technology in Small Business	2	1	0
Risk Management, Insurance & Crime Prevention	4	2	0
Family-owned Businesses	4	2	0

**Teaching And Learning Methodologies :**

Lectures
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**Course Assessment :**

Methods of assessment	Relative weight %	Week No	Assess What
Final exam	40.00		
Midterm Exams	50.00		
Participation	10.00		

**Recommended books :**

Byrd; Mary Jane Megginson; & Leon, Small Business Management: An Entrepreneur's Guidebook, 7th Edition, 2012,
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