

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.
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- 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 -	Listing the characteristics of successful entrepreneurs.
2 -	Listing different considerations to start a new business.
3 -	Explaining the concept of entrepreneurship, and why small businesses are important.
4 -	Defining the legal forms of ownership of a small business.

5 -	Explaining the role of strategic and operational planning, and why a business plan is needed.
6 -	Defining the considerations for developing and implementing a marketing strategy for a small business.
7 -	Differentiating between marketing goods vs. marketing services.
8 -	Defining the risk management, insurance, crime prevention, and measures to safeguard against thefts.

b. Intellectual Skills :

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

1 -	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	1	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	1	0
Family-owned Businesses	4	1	0

Teaching And Learning Methodologies :

Lectures

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,
