

University of Manouba

2d & 3rd year License

Faculty of Letters, Arts and Humanities

Department of English

2021-2022

Entrepreneurial Skills

COURSE TITLE: Entrepreneurial Skills

COURSE COORDINATOR: Fatma Zahra Najeh

COURSE INSTRUCTORS: Level 2: Fatma Zahra Najeh & Sonia Manai & Hathami Hached

Level 3: Fatma Zahra Najeh & Sonia Manai

COURSE DESCRIPTION:

The Entrepreneurial Skills course is designed for both 2nd year and 3d year License students as part of the “transversal III “unit. It is intended to be an annual course and students are expected to study three hours each week.

As it is a two –year course, the designed syllabus is expected to cover four complementary and inter-related semesters of study to obtain the “license of English”. The division of this course into four semesters does not deny the fact that the content itself is linear and inter-dependent for one cannot study second semester syllabus without acquiring the knowledge that was introduced in the first semester syllabus, for example. Thus, being in the third level of License, students are expected to recall all the input acquired in their formation at the second level.

Having been introduced to personal skills in Soft Skills Course in the 1st year of the License, students will be taught and trained to acquire some knowledge about entrepreneurial managerial and technical skills that are needed to run a successful enterprise. Entrepreneurs cannot develop Entrepreneurial skills without working continuously on developing and correcting self skills. Thus, the course focuses on people behavior in the enterprise when conducting their business but not on the enterprise

structure itself; and it proves that entrepreneurial success is dependent on how much knowledge the entrepreneur has about some skills that he shall either acquire or discover in himself for they cannot be taught.

COURSE OBJECTIVES:

The syllabus that is oriented to 2d & 3d year students of English is designed to attain some purposes. The most important aims shall be embodied in the students' acquisition of certain abilities and skills.

Upon successful completion of this course, students should be able to:

- grasp basic concepts, principles and values related to organizations
- understand what is meant to be enterprising, and the skills required to be an entrepreneur
- investigate the world of work and entrepreneurial organizations
- develop the ability to work in an enterprising and independent way
- develop and apply knowledge, understanding and skills to contemporary enterprise issues in a range of local, national and global contexts
- develop the ability to communicate effectively, in a variety of situations, using a range of appropriate techniques
- make effective use of relevant terms, concepts and methods when discussing enterprise and enterprising behavior.
- appreciate the roles and perspectives of a range of other people and organizations involved in enterprise and the importance of ethical considerations

Course Methodology and Evaluation:

- 1) - Provide students with extensive authentic material targeting key fields of entrepreneurial skills to test students' knowledge related to entrepreneurial environment and their ability to grasp and manage various sources of learning activities.
- 2) - Explain the assigned materials through guided questions followed by setting output activities to encourage discussion and enhance writing skills using the acquired knowledge related to each unit.

- 3) -In order to enforce oral skills and students self confidence, oral presentations and role play activities are assigned during the course time.

- 4) - Tasks are assigned on a weekly basis to test students' acquisition of the input introduced in the classroom, allow them to conduct their own research on the covered topics, enforce their linguistic skills in contextualized activities and train them to provide their feedback.

- 5) – Evaluation in this course consists in validating or not the 5 credits allocated to it as it is prescribed by the law on “Controle continu” exams. It will essentially be organised through the allocation of two progress tests in each semester; and students will be informed about the tests beforehand.

Course Outline : Second Year

-General Introduction:

-Introduction

-Rationale of the Enterprise Culture Model

Chapter 1: How Entrepreneurs Think?

- . Taking Initiative
- . Opportunities, annoyance & unfulfilled wants
- . Problem Solving and Creative Thinking

Chapter 2: Entrepreneurial Process

Chapter 3: Leadership

- .Teamwork / Working with Others
- . Team building
- . Management Styles
- .Crisis management
- . Leaders and Managers
- .Leadership Styles of Social Entrepreneurs

Course Outline: Third Year

Chapter 1: Raising Finance

- types of finance

Chapter 2: Market Research

- Field research
- Desk research
- SWORT Analysis

Chapter 3: Intellectual Property

- Types of Intellectual Property

- IP Rights

Chapter 4: Production

- Stock control

Chapter 5: Marketing

- marketing plan

- Marketing tools

- international marketing

Chapter 6: Costing and Pricing

- fixed costs

- variable costs

- total costs

- Unit costs

- pricing the product

Chapter 7: Finance

- Budgets

- Record keeping

- preparation of accounts

BIBLIOGRAPHY:

- Collin, Gray .*Enterprise and Culture Routledge Studies in Small Businesses. 2002.*
- Cotton David, Falvey David, Kent Simon, *Market Leader, Pearson . 2001*
- David A. Kirby & Nagwa Ibrahim. *Entrepreneurship Education and the Creation of an Enterprise Culture: Provisional Results from an Experiment in Egypt .2010.*
- Frost, Andrew. *English for Legal Professionals. Oxford University Press.*
- Garalis Algirdas , Gražina Strazdienė Šiauliai University , « Entrepreneurial skills development via Simulation Business Enterprise » 2007
- Introduction to International Legal English, Cambridge University.*
- Mascull, Bill .*Business Vocabulary in Use. Cambridge University Press*
- Professional English in Use, Cambridge University Press, 2007.*
- Schein, Edgar H. *The Corporate Culture Survival Guide. Jossey- Bass 1999*
- schwab foundation for social entrepreneurship, *Leadership in Social Enterprise How to Manage Yourself and the Team, 2014*
- Test your Professional English, Penguin English, 2002.*
- Vaidya, Shipra , *Developing Entrepreneurial Life Skills Creating and Strengthening Entrepreneurial Culture in Indian Schools, Springer 2014*