

COURSE DESCRIPTION

Department of Service Courses

Innovation and Entrepreneurship Course Number: 01101104 (3 CHs)

- Introduction: historical survey of how innovation and entrepreneurship developed.
- Concepts and terms: orientation.
- Innovation: elements and types; specifications of the innovative person.
- Entrepreneurship: characteristics and objectives
- Importance of these concepts in planning and follow ups in business, models introduced.
- Relationship with psychology; cognition and innovation; differences between creativity, excellence and talent; the relationship between entrepreneurship and creativity.

Course outcomes:

1. Knowing the concepts of innovation and entrepreneurship.
2. Determining the types and elements of innovation.
3. Clarifying the relation between thinking, innovation and creativity.
4. Defining differences in excellence, talent and creativity.
5. Interpreting the relations between entrepreneurship and innovation; finding out the qualities of innovative person.
6. Specifications of entrepreneurship and its objectives.