The Hashemite University

الجامعـــــــة الهاشميـــــــــة

Faculty of Pharmaceutical Sciences

كلية العلوم الصيدلانية

Syllabus: Principles of Business

(131702582)

Second Semester 202.. /202..

COURSE INFORMATION	
Course Name: Principles of Business **Learning Method: Hybrid (Face-to-face and Electronic Methods)** **Semester:** 2nd **Department:** Clinical Pharmacy and Pharmacy Practice **Faculty:** Pharmaceutical Sciences	**Course Code** **Section:** **Core Curriculum**: 2019 Study plan **JNQF**: 7
Day(s) and Time(s): Sunday – Tuesday: **Classroom: As per semester** **Date prepared: January 2020** **Date updated: February 2023**	**Credit Hours:** 3 **Prerequisites**: 131702473 Pharmaceutical Management and Marketing

COURSE DESCRIPTION

This bespoke course is designed for pharmacy students on the pharmacy management track. It requires prior completion of the Pharmaceutical Management and Marketing course. Students will begin by reviewing fundamental theories and functions of both pharmaceutical management and marketing. The course will then introduce various business models, with a focus on the detailed elements of the business canvas model.

Students will learn to distinguish between small businesses and entrepreneurship, exploring different types of enterprises and entrepreneurial approaches. Additionally, the course will cover the economic environment of business and essential aspects of financial management.

Finally, students will acquire skills in electronic commerce, preparing them to draft their own business plans for small business projects.

DELIVERY METHODS

The course will be delivered through a combination of active learning strategies. These will include:

- Lecture notes
- PowerPoint lectures and active classroom based discussion.
- Collaborative learning through small groups acting in an interdisciplinary context.
- Relevant films and documentaries
- Video lectures
- E-learning resources: e-reading assignments and practice quizzes through Model and Microsoft Team
- Reference Books
- Expert external visitors
- Craft own project

FACULTY INFORMATION

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REFERENCES AND LEARNING RESOURCES

1	**Review references in the prerequisite courses**
2	Introduction to Entrepreneurship, Katherine Carpenter, University of Victoria, Copyright Year: 2021, ISBN 13: 9781989864500, Publisher: Kwantlen Polytechnic University
3	The websites: 1) https://online.hbs.edu/blog/post/types-of-business-models 2) https://openclassrooms.com/en/courses/4544311-do-product-research-analyze-the-competition-and-interview-potential-customers/4572786-discover-the-3-types-of-business-model-canvases 3) https://www.pimcy.nl/business-model-canvas-lean-canvas-and-strategy-sketch-compared/
4	Business Principles and Management, Twelfth Edition, James L. Burrow, Brad Kleindl, and Kenneth E. Everard. Student Edition ISBN 13: 978-0-538-44468-2, Student Edition ISBN 10:0-538-44468-1.
5	Starting a Business QuickStart Guide: The Simplified Beginner's Guide to Launching a Successful Small Business, Turning Your Vision into Reality, and Achieving Your Entrepreneurial Dream. Publisher : ClydeBank Media LLC; Illustrated edition (February 25, 2019). ISBN-10 : 1945051825, ISBN-13 : 978-1945051821.

COURSE OBJECTIVES

The following are the objectives of the present course:

1) Review basic Theories and Functions of Management.
2) Review basic Theories and Functions of Marketing.
3) Understand the Differences between Small Business and Entrepreneurship.
4) Get to understand different business models and elements of the Canvas Business Model.
5) Master the skills related to economics essential for business.
6) Be updated with electronic means of e-commerce and e-business.
7) Gain basic skills to craft a plan for a small business.

COURSE INTENDED LEARNING OUTCOMES (CILOs)

A. Foundational Knowledge

''Learner (Learner) - Develop, integrate, and apply knowledge. ''

A.1) Review basic concepts of Management and Marketing.
A.2) Understand the concept of Entrepreneurship and its relationship with small business.

B. Essentials for Practice and Care

''Patient-Customer centered care (Caregiver), Medication use systems management (Manager), Health and wellness (Promoter), Population-based care (Provider)''

B.1) Assess the purpose of business models and segmentations.
B.2) Understand the elements of business canvas models.
B.3) Understand the connection between management, marketing, and business.
B.4) Determine how to deal with the economic and financial insight of the business.
B.5) Discuss new concepts in e-commerce and electronic-related business.
B.6) Explain the phases and stages of creating a business plan.

C. Approach to Practice and Care

''Being trained to be able to act as Educator, Advocate, Collaborator, Includer and Communicator''.

C.1) Understand how to differentiate between entrepreneurship and small business.
C.2) Assess the different types of business models.
C.3) Describe the evaluation process to create a business canvas model.
C.4) Get additional knowledge regarding electronic commerce and e-business.
C.5) Seek partnerships to design the proper e-commerce channels.
C.6) Evaluate the overall financial plan and business plans.

D. Personal and Professional Development

'' Transfer skills to enhance self-awareness, Leadership skills, Innovation, Professionalism''

D.1) Diagnosis of demands and market needs.
D.2) Practice the analysis of the expected business project.
D.3) Lead and design a practical business model and related business canvas model.
D.4) Apply the most recent innovative elements to craft a plan for a business project (Innovation).

ACADEMIC SUPPORT

It is The Hashemite University policy to provide educational opportunities that ensure fair, appropriate and reasonable accommodation to students who have disabilities that may affect their ability to participate in course activities or meet course requirements. Students with disabilities are encouraged to contact their Instructor to ensure that their individual needs are met. The University through its Special Need section will exert all efforts to accommodate for individual's needs.

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Location: Students Affairs Deanship/ Department of Student Welfare Services
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COURSE REGULATIONS

Participation

Class participation and attendance are important elements of every student's learning experience at The Hashemite University, and the student is expected to attend all classes. A student should not miss more than 15% of the classes during a semester. *Those exceeding this limit of 15% will receive a failing grade regardless of their performance*. It is a student's responsibility to monitor the frequency of their own absences. **Attendance record begins on the first day of class irrespective of the period allotted to drop/add and late registration. It is a student's responsibility to sign-in; failure to do so will result in a non-attendance being recorded.**

In exceptional cases, the student, with the instructor's prior permission, could be exempted from attending a class provided that the number of such occasions does not exceed the limit allowed by the University. The instructor will determine the acceptability of an absence for being absent. A student who misses more than 25% of classes and has a valid excuse for being absent will be allowed to withdraw from the course.

Plagiarism

Plagiarism is considered a serious academic offence and can result in your work losing marks or being failed. HU expects its students to adopt and abide by the highest standards of conduct in their interaction with their professors, peers, and the wider University community. As such, a

student is expected not to engage in behaviours that compromise his/her own integrity as well as that of the Hashemite University.

Plagiarism includes the following examples and it applies to all student assignments or submitted work:

- **Use of the work, ideas, images or words of someone else without his/her permission or reference to them.**
- **Use of someone else's wording, name, phrase, sentence, paragraph or essay without using quotation marks.**
- **Misrepresentation of the sources that were used.**

The instructor has the right to fail the coursework or deduct marks where plagiarism is detected

Late or Missed Assignments

In all cases of assessment, students who fails to attend an exam, class project or deliver a presentation on the scheduled date without prior permission, and/or are unable to provide a medical note, will automatically receive a fail grade for this part of the assessment.

- Submitting a term paper on time is a key part of the assessment process. Students who fail to submit their work by the deadline specified will automatically receive a 10% penalty. Assignments handed in more than 24 hours late will receive a further 10% penalty. Each subsequent 24 hours will result in a further 10% penalty.
- In cases where a student misses an assessment on account of a medical reason or with prior permission; in line with University regulations an incomplete grade for the specific assessment will be awarded and an alternative assessment or extension can be arranged.

Cheating

Cheating, academic disconduct, fabrication and plagiarism will not be tolerated, and the university policy will be applied. Cheating policy: The participation, the commitment of cheating will lead to applying all following penalties together:

- Failing the subject, he/she cheated at
- Failing the other subjects taken in the same course
- Not allowed to register for the next semester
- The summer semester is not considered as a semester

Student Complaints Policy

Students at The Hashemite University have the right to pursue complaints related to faculty, staff, and other students. The nature of the complaints may be either academic or non-academic. For more information about the policy and processes related to this policy, you may refer to the students' handbook.

COURSE ASSESSMENT

Course Calendar and Assessment

Students will be graded through the following means of assessment and their final grade will be calculated from the forms of assessment as listed below with their grade weighting taken into account. The criteria for grading are listed at the end of the syllabus

Assessment	Grade Weighting	Deadline Assessment	CILOS
Exam 1	20%	1st exams period	A, B
Exam 2	20%	2nd Exams	C, D
Quizzes	10%	Before 1st exam	A,B
Homework– project	10%	Before Final exam	C,D
Final Exam (3)	40%	Add date/time	A,B,C,D

Description of Exams

Each exam is followed by two types of analysis: **Difficulty** and **Discrimination** coefficients.

Distribution of questions would be managed to target different levels of students: Basic, Acceptance, Good, Very good and Excellent.

Test questions will predominately come from material presented in the lectures.

Semester exams will be conducted during the regularly scheduled lecture period.

Exam will consist of a combination of multiple choice, short answer, match, true and false and/or descriptive questions.

Homework – Projects
Will be given when it is applicable. Factor as level of class interactions and number of students for each class will be considered.

Students are expected to work on chapter examples, self-tests and chapter problems. When possible group based project may be requested from students.

Quizzes: Will be given when it is applicable. Factor as level of class interactions and number of students for each class will be considered.

Unannounced quizzes will be given during or/and at the end of each chapter based upon the previous lectures. It will enforce students to be prepared to the class.

No make-up exams, homework or quizzes will be given. Only documented absences will be considered as per HU guidelines.

Grades are not negotiable and are awarded according to the following criteria*:

Letter Grade	Description	Grade Points
A+	Excellent	4.00
A		3.75
A-		3.50
B+	Very Good	3.25
B		3.00
B-		2.75
C+	Good	2.50
C		2.25
C-		2.00
D+	Pass	1.75
D	Pass	1.50
F	Fail	0.00
I	Incomplete	-

WEEKLY LECTURE SCHEDULE AND CONTENT DISTRIBUTION

"Lecture hours and weeks are approximate and may change as needed"

Topics	Topic Details	Reference No.	Chapter	Estimated no. of hours
A1	Review principles of Management	1	All course	2
A1	Review principles of marketing	1	All course	**2**
A2	Let us know what Entrepreneurship is	2	1 and 2	2
B1, C1	Decide the business model	3	1,2 and 3	1
B2, B3 – C2, C3	Choose the best business canvas	3	1,2 and 3	2
B4, C4	Economic Environment of the Business	4	3	1
B4, C4	Fianancial Management of the business	4	15,16	2

B5, C5	The new insight for e-commerce and electronic business	4	9	2
B6, C6	Find a promising idea to your project	5	Unit iv	1
D1-2	Assess the demand and market environment for your project	4	3 and 4	2
D3	Bespoke your business model and related canvas	3	1,2 and 3	2
D4	Prepare your comprehensive business plan	2 & 5	3 and 4 Unit iv	2
D1 -D4	Project assessment and review	Ref.3	6	1