



## Form: Course Syllabus

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Issue Number and Date	2/3/24/2022/2963 05/12/2022
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Number of Pages	11

1.	Course Title	Heritage Entrepreneurship
2.	Course Number	2602422
3.	Credit Hours (Theory, Practical)	3
	Contact Hours (Theory, Practical)	3
4.	Prerequisites/ Corequisites	
5.	Program Title	BA in Cultural Resources Management and Conservation
6.	Program Code	02
7.	School/ Center	School of Archaeology and Tourism
8.	Department	Cultural Resources Management and Conservation
9.	Course Level	2
10.	Year of Study and Semester (s)	1st Semester 2024/2025
11.	Program Degree	BA
12.	Other Department(s) Involved in Teaching the Course	N/A
13.	Learning Language	Arabic
14.	Learning Types	<input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online
15.	Online Platforms(s)	<input checked="" type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams
16.	Issuing Date	
17.	Revision Date	07/12/2025

### 18. Course Coordinator:

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## 19. Other Instructors:

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 Contact hours:  
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## 20. Course Description:

As stated in the approved study plan.

The course includes an introduction to the entrepreneurship, its principles and objectives and the factors of success and failure of cultural projects. The course also provides students with skills in planning and organizing for cultural projects as well as the financial management and marketing of these projects.

## 21. Program Intended Learning Outcomes: (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

PILO's	*National Qualifications Framework Descriptors*		
	Competency (C)	Skills (B)	Knowledge (A)
Applies the principles of critical and objective thinking in addressing heritage protection issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Identifies and deeply understands problems and challenges, analyzing the complex aspects of heritage and influencing factors, providing comprehensive and detailed assessments.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Develops innovation and entrepreneurship skills in the field of heritage resource management, exploring new opportunities for funding and development.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Engages and discusses effectively with local communities and groups interested in heritage, understanding the impact of heritage resources on cultural identity and community development.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Identify, understands, and critically evaluates academic sources, articles, and research related to heritage and its management to extract main ideas and fundamental concepts.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



Listens attentively and focused to lectures and discussions, engaging with the presented content thoughtfully and comprehensively.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Selects and critically evaluates information and ideas, independently analyzing data and evidence.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Develops and identifies strategies for problem-solving, applying acquired concepts and skills in practical contexts.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Utilizes various digital technologies and tools in managing, documenting, and conserving heritage resources, such as using electronic information management systems and imaging, documentation, and analysis techniques.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Innovates new and creative solutions to the challenges of heritage resource management and conservation.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Collects and comprehensively analyzes data and information, extracting main ideas and fundamental concepts.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evaluates results, monitors performance, and analyzes data and information to determine the achievement of goals and identify areas needing improvement and development.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Implements effective plans and strategies for managing heritage resources, organizing relevant activities and events.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\* Choose only one descriptor for each learning outcome of the program, whether knowledge, skill, or competency.

**22. Course Intended Learning Outcomes:** (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

Course ILOs #	The learning levels to be achieved						Competencies
	Remember	Understand	Apply	Analyse	Evaluate	Create	
K1. Identify fundamental concepts of entrepreneurship and cultural project structures.	K1	K1					Knowledge
K2. Understand financial planning, marketing, and management principles in	K2	K2					Knowledge



heritage businesses.							
S1. Develop feasibility studies and business models for heritage-related projects.	S1	S1					<b>Skills</b>
S2. Analyze success and failure factors in cultural heritage startups.		S2					<b>Skills</b>
C1. Assess market needs and target audience for heritage products and services.			C1	C1			<b>Competency</b>
C2. Build a complete entrepreneurial project proposal in heritage.			C2	C2	C2		<b>Competency</b>

**23. The matrix linking the intended learning outcomes of the course -CLO's with the intended learning outcomes of the program -PILOs:**

PILO's * CLO's	1	2	3	4	5	6	7	8	9	10	11	12	13	Descriptors**		
													A B C			
K1. Identify fundamental concepts of entrepreneurship and cultural project structures	*													*		
K2. Understand financial planning, marketing, and management principles in heritage businesses.	*													*		
S1. Develop feasibility studies and business models for heritage-related projects.								*						*		



S2. Analyze success and failure factors in cultural heritage startups.										*		*	
C1. Assess market needs and target audience for heritage products and services.									*				*
C2. Build a complete entrepreneurial project proposal in heritage.							*		*				*

**\*Linking each course learning outcome (CLO) to only one program outcome (PLO) as specified in the course matrix.**

**\*\*Descriptors are determined according to the program learning outcome (PLO) that was chosen and according to what was specified in the program learning outcomes matrix in clause (21).**

#### 24. Topic Outline and Schedule:

Week	Lecture	Topic	ILO/s Linked to the Topic	Learning Types (Face to Face/ Blended/ Fully Online)	Platform Used	Synchronous / Asynchronous Lecturing	Evaluation Methods	Learning Resources
1	1.1	Course overview, expectations, assessment methods	K1	Face to Face		Synchronous	Assignments, participation, presentations and exams.	Text-based resources guest speakers, Mosaic experts
	1.2	Introduction to entrepreneurship in heritage context						
	1.3	The role of entrepreneurship in cultural sustainability						
2	2.1	Characteristics of successful entrepreneurs	K1			Synchronous		
	2.2	Case studies: global heritage startups	K1					



	2.3	Entrepreneurial mindset in heritage sectors	K1					
3	3.1	Idea generation and opportunity recognition	K1					
	3.2	Brainstorming techniques for heritage products	K1					
	3.3	Selecting viable heritage business ideas	K1					
4	4.1	Business model components (Value, market, revenue)	K1+K2					
	4.2	Heritage Business Model Canvas Workshop	K1+K2					
	4.3	Evaluating feasibility of ideas	K1+K2					
5	5.1	Cultural marketing strategies	S1					
	5.2	Branding heritage products	S1					
	5.3	Digital marketing for heritage startups	S1					
6	6.1	Financial planning and budgeting basics	S1					
	6.2	Pricing strategies for heritage products	S1					
	6.3	Funding sources & grants	S1					



7	7.1	Midterm Review Session	K1–K2–S1					
	7.2	Midterm Exam	Exam					
8	8.1	Legal aspects and IP rights in heritage businesses	S1+S2					
	8.2	Licensing & permissions	S1+S2					
	8.3	Ethical considerations in commercialization	S1+S2					
9	9.1	Customer research methods	S1+S2					
	9.2	Market segmentation	S1+S2					
	9.3	Competitive analysis	S1+S2					
10	10.1	Project Planning & Timeline Design	S1+S2					
	10.2	Risk & challenge forecast for cultural ventures	S1+S2					
	10.3	Strategies for growth & innovation	S1+S2					
11	11.1	Preparing business proposals	S1+S2					
	11.2	Pitching skills & presentation methods	S1+S2					
	11.3	Prototype product development	S1+S2					



12	12.1	Entrepreneurship success case studies (local & world)	S2+C1					
	12.2	Student Idea Monitoring Session	S2+C1					
	12.3	Peer-review session	S2+C1					
13	13.1	Final Project Work – Open Studio	S2+C1					
	13.2	Final presentations	S2+C1					
	13.3	Discussion of student projects	S2+C1					
14	14.1	Course Wrap-up & Reflection	C2					
	14.2	Discussion of student projects.	C2					
	14.3	Discussion of student projects.	C2					
15	15.1	Discussion of student projects.	C2					
	15.2	Discussion of student projects.	C2					
	15.3	Discussion of student projects.	C2					

## 25. Evaluation Methods:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Evaluation Activity	*Mark wt.	CILO's					
		K1	K2	S1	S2	C1	C2
First Exam	30	*	*				
Second Exam –If any							
Final Exam	50	*	*	*	*	*	*
**Class work							
Projects/reports	20	*	*	*	*	*	*



Research working papers							
Field visits							
Practical and clinical							
Performance Completion file							
Presentation/exhibition							
Any other approved works							
Total 100%	100						

\* According to the instructions for granting a Bachelor's degree.

\*\*According to the principles of organizing semester work, tests, examinations, and grades for the bachelor's degree.

#### Mid-term exam specifications table\*

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CILO/ Weight	CILO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
										K1
										K2
										S1
										S2
										C1
										C2

#### Final exam specifications table

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CILO Weight	CILO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
										K1
										K2
										S1



										S2
										C1
										C2

## 26. Course Requirements:

(e.g.: students should have a computer, internet connection, webcam, account on a specific software/platform...etc.):

Internet, MS teams

## 27. Course Policies:

A- Attendance policies:

B- Absences from exams and submitting assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

F- Available university services that support achievement in the course:

All of the mentioned policies and requirements will be followed in all potential cases according to the university regulations and procedure.

## 28. References:

A- Required book(s), assigned reading and audio-visuals:

B- Recommended books, materials, and media:

[Zaman, G. \(2015\). Cultural heritage entrepreneurship \(CHE\)—challenges and difficulties. \*Procedia-Social and Behavioral Sciences\*, 188, 3-15.](#)

[Pfeilstetter, R. \(2015\). Heritage entrepreneurship. Agency-driven promotion of the Mediterranean diet in Spain. \*International Journal of Heritage Studies\*, 21\(3\), 215-231.](#)

## 29. Additional information:

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Name of the Instructor or the Course Coordinator: Dr. Ruba Seiseh	Signature: .....	Date: 07/12/2025
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Name of the Head of Quality Assurance Committee/ Department .....	Signature:.....	Date:.....
Name of the Head of Department Dr. Ruba Seiseh .....	Signature:.....	Date:.....
Name of the Head of Quality Assurance Committee/ School or Center .....	Signature:.....	Date:.....
Name of the Dean or the Director .....	Signature:.....	Date:.....