



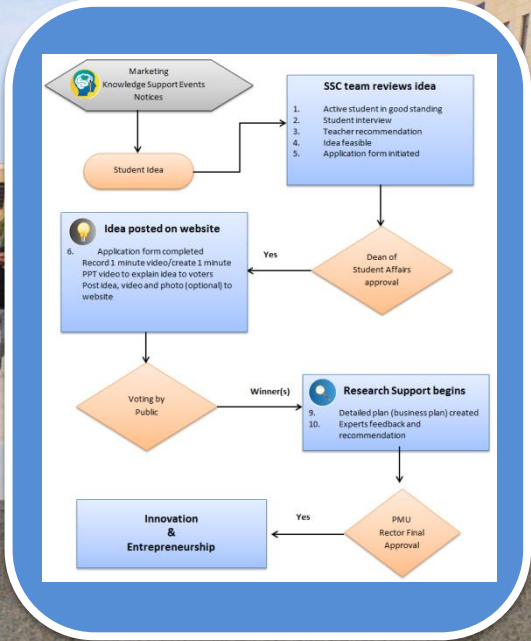
STUDENT SUPPORT CENTER FOR CREATIVITY AND INNOVATION

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Entrepreneurship Curriculum

Successful new business ventures must begin with a plan. Therefore, PMU's Entrepreneurship Center offers a comprehensive training and certification program designed for students. Certification training courses are conducted in a series of workshops that are open to both PMU students and the general public. Certification courses include the following subject areas.

- Introduction to Entrepreneurship and Innovation
 - Characteristics of entrepreneurs
 - The role of entrepreneurship in the economy
 - Opportunity assessment
 - Market and competitive analysis
 - Entrepreneurial finance and funding
 - Mechanics of company formation
- Marketing and Management for New Ventures
 - Market research, analysis, and planning
 - Sales and distribution strategies
 - Marketing strategies in the digital age
 - Financial tools, statements, and forecasts
 - Process and project management
 - Leadership, team building, and ethics
- Small Business Record Keeping & Financial Statements
 - Types of Record Keeping Systems
 - Financial Statements
 - Inventory Control
 - Government Regulations Compliance
- Start Up Specifics & Legal Contracts
 - Employment, Supplier and Customer Contracts
 - Warranties
 - Patents, Copyrights, Trademarks
 - Leasing
 - Zoning, Regulations, Permits and Licensing
- Capstone Course "The Business Plan"
 - Vision & Mission Statements
 - SWOT Analysis
 - Marketing Strategy
 - Tactical & Strategic Planning
 - Financial Planning

Business Plan Development & Funding

PMU's Entrepreneurship Center will be responsible for funding and managing new business start-ups. Prospective new business owners who successfully complete the initial training program, and have their business plans accepted may receive up to 3 Million Riyals in initial capital funding to start their businesses. If funded by PMU, the Entrepreneurship Center will maintain a minority stake of 49% ownership, and the business owner will maintain a majority stake of 51%.

Business plans must derive from needed segments outlined within the Saudi 9th Development Plan. These segments include: (1) Human Resources Development, (2) Social & Health Development, (3) Economic Resources Development, (4) Transportation and Communication Development, and (5) Municipal and Housing Services. Special consideration will be given to business plans that are catered to IT, Architecture & Interior Design and Engineering (electrical, chemical and mechanical) services.

UPCOMING COMPETITIONS:

Intelligent Mobile IoT Devices Control System Competition <i>College of Computer Engineering & Science</i>
E-Commerce Mobile Application and Web Site Competition <i>College of Computer Engineering & Science</i>
Green Concrete Competition <i>College of Engineering</i>
Fire Fighting Robot Competition <i>College of Engineering</i>
Robotics Competition <i>College of Engineering</i>
Sustainable Affordable Housing <i>College of Engineering</i>
Business Case Competition <i>College of Business Administration</i>
Strengthening Peace and Tolerance in Society <i>Low</i>
Legal Reform and Vision 2030 <i>Low</i>

UPCOMING WORKSHOPS:

<i>College of Computer Engineering & Science</i>
(1) Introduction to IoT and Robotics
(2) Hardware Design
(3) Mobile Application Development and Integration 1
(4) Mobile Application Development and Integration 2
(5) Web Site Design and Development
(6) Business Plan Design
<i>College of Engineering</i>
(1) Green Concrete Workshop
(2) Design of Mechanism, control and material selection
(3) Robotics Workshop
(4) Historic Methods of Desert Existence, Impact of Climate Change
(5) Sustainable Technologies, Affordable Building Techniques
(6) Design Charette: Initial Proposals
<i>College of Business Administration</i>
(1) Introduction to Case Analysis and Case Competitions
<i>Low</i>
(1) Saudi Legal System Workshop
(2) Strengthening Peace and Tolerance Workshop