

## COURSE SYLLABUS

<b>COURSE TITLE:</b>	Entrepreneurship	<b>COURSE CODE:</b>	BUSI320
<b>PREREQUISITES:</b>	MGMT110, MKTG210	<b>SEMESTER:</b>	FALL 2016
<b>INSTRUCTOR:</b>	Sara PAX	<b>CREDITS:</b>	3
<b>EMAIL:</b>	<a href="mailto:profsarapax@gmail.com">profsarapax@gmail.com</a>	<b>SCHEDULE:</b>	Fridays 8h30-11h30

### COURSE DESCRIPTION:

This is a capstone course in which students learn to connect the concepts learned in management, marketing and finance courses. In this course, students learn the essential attributes of being an entrepreneur and the stages one goes through in taking the seed of an idea and growing it into a successful business. It takes more than a good business plan and money to succeed - entrepreneurs must develop the skills necessary to successfully develop product and service lines, implement marketing and branding plans, develop sales pipelines and manage client accounts, and negotiate and manage human resources. Students will learn how to maximize their personal strengths, while mitigating their weaknesses and capitalizing on the strengths of others. And they will complete the course with the practical knowledge necessary to develop and launch their own business.

### COURSE OBJECTIVES:

Introduce students to the realities of researching, financing, starting, developing and (perhaps) selling a profitable business.

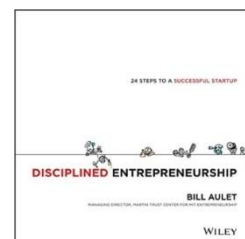
### EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Identify and evaluate a business opportunity
- Understand the nature of entrepreneurship and evaluate your entrepreneurial skills
- Develop a business opportunity to a business plan
- Understand new business team building
- Present a business plan to investors

### MANDATORY TEXTBOOK:

Disciplined Entrepreneurship, Bill AULET, WILEY`  
ISBN-13: 978-1118692288



### EVALUATIONS:

- 10% Class participation, attendance, engagement, in-class discussion, classmate support and feedback
- 20% Written homework assignments **to be received in my email box by each deadline, no exceptions**
- 20% Peer evaluation & critique
- 20% Final Pitch
- 30% Business Plan

### COURSE SCHEDULE:

Dates	Content	Assignments for next week
Session 1 16-Sep-2016	Introductions, Business Idea, Pitching, Recruiting Groups	Read: <i>Step 0, Step 1, Step 2, Step 3</i> Email me your business idea & group bios
Session 2 23-Sep-2016	Who is your customer – part 1	Read: <i>Step 4, Step 5, Step 9</i>
Session 3 30-Sep-2016	Who is your customer – part 2	Read: <i>Step 6, Step 7, Step 8</i> Email me your end user profile
Session 4 7-Oct-2016	What can you do for your customer – part 1	Read: <i>Step 10, Step 11</i>
Session 5 21-Oct-2016	What can you do for your customer – part 2	Read: <i>Step 12, Step 13, Step 14</i> Email me your competitive chart
Session 6 28-Oct-2016	How does your customer acquire your product	Read: <i>Step 15, Step 16</i>
Session 7 4-Nov-2016	How do you make money off your product – part 1	Read: <i>Step 17, Step 19</i> Email me your business model
11-Nov-2016	<i>No class</i>	
Session 8 18-Nov-2016	How do you make money off your product – part 2	Read: <i>Step 20, Step 21</i>
Session 9 25-Nov-2016	How do you design & build your product – part 1	Read: <i>Step 22, Step 23</i>
Session 10 2-Dec-2016	How do you design & build your product – part 2	Read: <i>Step 14, Step 24</i>
Session 11 9-Dec-2016	How do you scale your business	Prepare your <b>Final Pitch</b> Email me your Executive Summary
Session 12 16-Dec-2016	“ Investment Fair”	Email me your <b>Business Plan</b> (deadline Friday 16 <sup>th</sup> December at 17h00)

### EXTRA CREDIT:

Earn up to 10 points that will be added to your final grade

Listen to the first 10 episodes of the podcast **first season** StartUp – available on iTunes/podcasts or <https://gimletmedia.com/show/startup/> and write up the top 5 lessons learned from Alex Blumberg and his experience starting his new company.