

# **COURSE OUTLINE**

**Year: 2006--2007**

**LEVEL: III, TERM 2**

**NAME OF THE SUBJECT: Small Business Management and Entrepreneurship**

**NO. CREDITS: 6**

**NAME OF THE TEACHER: Federico Malpica**

## **SEMESTER 2**

### **COURSE DESCRIPTION:**

- III. **ACTIVATION:** Students should know the pitfalls at the beginning of every business and apply some strategies to survive the "heroic stage". They should know how to self-assess their own capabilities and to complement them with others capabilities depend on the business situation. They should be capable to raise capital for their entrepreneurial ideas, using different strategies, as well as research and negotiation skills.
- IV. **PROLIFERATION:** Students should start to sell their products/services, using their own networks to benefit their businesses, branding with different cost-effective strategies and cultivating their selling habit. They should set specific strategies to maintain their progress and to empower their way to success.

### **COURSE OBJECTIVE:**

1. To develop necessary knowledge, skills and attitudes in order to lead the creation of a great enterprise (companies, divisions, not-for-profit organisations, etc.).
2. To foster creativity and power of mind to make meaning and express it through his/her own entrepreneurial idea.
3. To integrate the knowledge of other business subjects focusing in establish and running an entrepreneurial idea, by itself or within a company (internal entrepreneurship).

### **COURSE STRUCTURE:**

#### **Methodology:**

- Real life projects, cases and examples: own experiences, special guests, real cases.
- Diverse Dynamics & fun: Every class, one dynamic or exercise.
- Motivation to create networks: Alliances, Joint Ventures and personal contacts stimulation.
- Organized work, evaluation and class topics: Follow the programme all over the year.
- Focus on deep learning more than in content: Preference on life-long learning experience even if we don't cover all the programme content.
- Clear and Interactive explanations: Use of Top Ten List format.
- Patience, help and doubts clarify: Consideration that no everybody learns in the same way.
- Effective, interesting and useful topics only: Each class, at least one great tip for life.
- Good relations and atmosphere: win-win negotiations and active learning experiences.

#### **Evaluation:**

- CONTINUOUS EVALUATION PROGRAMME (CEP) with periodical Evaluation tests (ET) during the academic year.
- Every Class there is an opportunity to get points for CEP by Class Questions.
- FINAL EXAM with the scope of preparing the start of a business. The project is PERSONAL.

## SYLLABUS

### III. ACTIVATION

### IV. PROLIFERATION

SEMESTER 2			CLASS SUBJECT
08 Jan -12 Jan	Teaching Week 1	Wk 1	III.A. The Art of Bootstrapping
15 Jan -19 Jan	Teaching Week 2	Wk 2	III.B. The Art of Bootstrapping
22 Jan -26 Jan	Teaching Week 3	Wk 3	III.C. The Art of Recruiting
29 Jan -02 Feb	Teaching Week 4	Wk 4	III.D. The Art of Recruiting
05 Feb -09 Feb	Teaching Week 5	Wk 5	3rd. E.T. – Dynamic Test (Negotiation and communication skills on the road!).
12 Feb -16 Feb	Teaching Week 6	Wk 6	III.E. The Art of Raising Capital
19 Feb -23 Feb	Teaching Week 7	Wk 7	III.F. The Art of Raising Capital
26 Feb -02 Mar	Teaching Week 8	Wk 9	III.G. The Art of Raising Capital
05 Mar -09 Mar	Teaching Week 9	Wk 9	IV.A. The Art of Partnering
12 Mar -16 Mar	Teaching Week 10	Wk 10	IV.B. The Art of Branding
19 Mar -23 Mar	Teaching Week 11 <b>19 Mar Bank Holiday</b>	Wk 11	IV.C. The Art of Branding
26 Mar -30 Mar	<b>MIDTERM EXAMS</b>	Wk 12	4th. E.T. – Funds Research + Presentation (For each business plan).
02 Apr -06 Apr	<b>Easter vacation</b>	Wk 13	
09 Apr - 13 Apr	Teaching Week 12	Wk 14	IV.D. Pitching to Investor and feedback + Conference
16 Apr -20 Apr	Teaching Week 13	Wk 15	IV.D. Cultivating the selling habit
23 Apr-27 Apr	Teaching Week 14	Wk 16	IV.E. The Art of Rainmaking
30 Apr-04 May	Teaching Week 15 <b>30 Apr – 01 May Bank Holiday</b>	Wk 17	6th. E.T. – Business Practice (selling your product/service).
07 May-11 May	Teaching Week 16	Wk 18	IV.F. Maintaining the progress
14 May-18 May	Teaching Week 17	Wk 19	IV.G. Powering your way to success
21 May-25 May	Teaching Week 18	Wk 20	IV.H. Examples of Success
28 May-31 May	<b>EXAMS</b>	Wk 21	FINAL EXAM (Final Business Plan & Presentation).
<b>TOTAL HOURS</b>		40	

## STUDY CASES SEMESTER 1

“China accidental Internet Champion”

“Internal Entrepreneur”

“Getting your hands on some seed money”

## Course text Books Recommended SEMESTER 2

### Main:

Kawasaki, Guy (2004)

The Art of the Start

Portfolio – Penguin Books.

Green, Jim (2002)

Starting your own Business

How To Books, 3rd Edition.

### Additional:

Godin, Seth. *The Bootstrapper's Bible: How to Start and Build a Business with a Great Idea and (Almost) No Money*. Chicago: Upstart Publishing, 1998.

Hess, Kenneth L. *Bootstrapping: Lessons Learned Building a Successful Company from Scratch*. Carmel, CA: S-Curve Press, 2001.

Maitland, I. *Recruiting for the Future*. Cassell, 1995.

Manning, Karen. *Managing Difficult People*. Oxford, UK: How To Books, 2<sup>nd</sup> Ed. 2001.

Lewis, Michael. *Moneyball: the Art of winning an unfair Game*. Waterville, ME: Thorndike Press, 2003.

Maitland, I. *The Business Planner: A complete guide to raising finance*. Butterworth Heinemann, 1992.

Taylor, Peter. *Cash Flows & Budgeting Made Easy*. Oxford, UK: How To Books, 4<sup>th</sup> Ed., 2002.

Meyers, David G. *Intuition: Its Powers and Perils*. New Haven, CT: Yale University Press, 2002.

Stross, Randall E. *eBoys: The True Story of Six Tall Men Who Backed eBay, Webvan, and Other Billion-Dollar Startups*. New York: Crown Business, 2000.

Rezac, Darcy. *The Frog and the Prince: Secrets of Positive Networking*. Vancouver: Frog and Prince Networking Corporation, 2003.

RoAne, Susane. *The Secrets of Savvy Networking*. New York: Warner Books, 1993.

Aaker, David. *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: Free Press, 1991.

Bedbury, Scott. *A New Brand World: 8 principles of achieving brand leadership in the 21<sup>st</sup> Century*. New York: Viking, 2002.

Gladwell, Malcolm. *The Tipping Point: How Little Things Can Make a Big Difference*. Boston: Little, Brown, 2000.

Nielsen, Jacob, et al. *E-Commerce User Experience*. Fremont, CA: Nielsen Norman Group, 2001.

Norman, Donald. *The Design of Everyday Things*. New York: Doubleday/Currency, 1988.

Ries Al, and Laura Ries. *The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand*. New York: Harper-Business, 2002.

Rosen, Emanuel. *The Anatomy of Buzz: How to Create Word-of-Mouth Marketing*. New York: Doubleday/Currency, 2000.

Cialdini, Robert. *Influence: The Psychology of Persuasion*. New York: Morrow, 1993.

Coleman, Robert E. *The Master Plan of Evangelism*. Grand Rapids, MI: Spire Books, 1994.

Moore, Geoffrey. *Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers*. New York: Harper Business, 1999.

Nash, Susan. *Becoming a Consultant*. Oxford, UK: How To Books, 1999.

Stone, Phil. *Your own business*. Oxford, UK: How To Books, 2001.

## **STUDY CASES SEMESTER 2**

“Their own projects as real cases”

“Success cases from their home countries”

“Real entrepreneurs’ speeches”