

COURSE SYLLABUS

COURSE TITLE:	Entrepreneurship	COURSE CODE:	BUSI420
PREREQUISITES:	MGMT110, MKTG210, FINC215	SEMESTER:	FALL 2020
INSTRUCTOR:	Sara PAX	CREDITS:	3
EMAIL:	spax@groupe-igs.fr	SCHEDULE:	Thursdays 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.

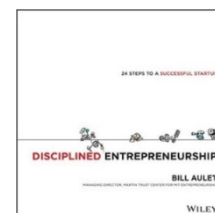
EXPECTED LEARNING OUTCOMES:

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

Presence in class is mandatory. More than 2 absences may result in failure.

More than 10 minutes late = ½ absence

Every extra absence = 1 letter grade reduction in final grade

GRADING RUBRICS:

Class participation is graded according to the following scale:

1-2 intelligent comments or questions that contribute to the conversation = 50%

3+ intelligent comments or questions that contribute to the conversation = 100%

Homework is graded according to the following scale:

70% = submitted, but not correct or complete

80% = submitted, meets basic requirements

90% = submitted, meets all requirements

100% = submitted, shows insight, analysis, and creativity

All other assignments and evaluations are graded according to the **Standard ABS Paris Grading Rubrics available on beecome.**

EXTRA CREDIT:

Earn up to 10 points that will be added to your final grade. **Deadline: 17 Dec 2020 08h30.**

Listen to any 3 episodes of the podcast **How I Built This** and write up **2 lessons learned** (this is not a summary) from each episode. Minimum ½ page per lesson learned.

NOTE: NO COMPUTERS, TABLETS OR SMART PHONES WILL BE ALLOWED DURING CLASS TIME. ALL DEVICES MUST BE TURNED OFF AND PUT AWAY IN BAGS. ANY STUDENT CAUGHT USING A DEVICE OR A COMPUTER WITHOUT AUTHORIZATION WILL INCUR ½ ABSENCE AND BE INVITED TO LEAVE THE CLASSROOM. CLASS NOTES SHOULD BE TAKEN BY HAND WITH PEN AND PAPER.

COURSE SCHEDULE:

Dates	Content	Assignments for next week
Session 1 17-Sep-2020	Introductions, Business Idea, Pitching, Recruiting Groups	<i>Read: Step 0, Step 1, Step 2, Step</i> Homework: your business idea & bios - <i>individual</i>
Session 2 24-Sep-2020	Who is your customer – part 1	<i>Read: Step 4, Step 5, Step 9</i>
Session 3 1-Oct-2020	Who is your customer – part 2	<i>Read: Step 6, Step 7, Step 8</i> Homework: how does your persona inform your role in the company - <i>individual</i>
Session 4 8-Oct-2020 ONLINE	What can you do for your customer – part 1	<i>Read: Step 10, Step 11</i> Homework: your competitive chart - <i>team</i>
15-Oct-2020	No class	
Session 5 22-Oct-2020	What can you do for your customer – part 2	<i>Read: Step 12, Step 13, Step 18</i>
Session 6 29-Oct-2020	How does your customer acquire your product	<i>Read: Step 15, Step 16</i>
Session 7 5-Nov-2020	How do you make money off your product – part 1	<i>Read: Step 17, Step 19</i> Homework: your business model – <i>team</i> Homework: your responsibilities – <i>individual</i>
Session 8 12-Nov-2020	How do you make money off your product – part 2	<i>Read: Step 20, Step 21</i>
Session 9 19-Nov-2020	How do you design & build your product – part 1	<i>Read: Step 22, Step 23</i> Homework: your financial model – <i>team</i>
26-Nov-2020	No class (Business Games)	
Session 10 3-Dec-2020	How do you design & build your product – part 2	<i>Read: Step 14, Step 24</i>
Session 11 10-Dec-2020	How do you scale your business	Prepare your Final Pitch Homework: your Executive Summary - <i>team</i>
Session 12 17-Dec-2020	“ Investment Fair”	Homework: your Business Plan - <i>team</i> (deadline 17 Dec 2020 @ 17h00)

The schedule of Final Exams will be confirmed and published by 31 October 2020. The last day of the semester is 18 December 2020. DO NOT PLAN ANY TRAVEL BEFORE THIS DATE AS THERE ARE NO MAKE-UP EXAMS.