ENTREPRENEURSHIP AND NEW VENTURES in Fall 2018 (BA3020)

Course Code	BA3020	**Professor(s)**	Stephane Malo
Prerequisites	None	**Office Number**	New Grenelle office
Class Schedule	TF: 16:55-18:15 in PL-3	**Office Hours**	Thursday 14:00, or by appointment
Credits	4	**Email**	smalo@aup.edu
Semester	Fall 2018	**Office Tel. Ext.**	

Course Description

In global economies, entrepreneurship is the engine of economic growth and prosperity. It is important for you to understand the underlying principles and concepts about entrepreneurship and the entrepreneurial process. This course covers the personal characteristics and qualities of the entrepreneur, opportunity assessment, and the role of entrepreneurship in developed and developing economies.

One of the key issues in successfully starting and growing a global venture, particularly if outside capital is needed, is to create a global business model (and, to a lesser extent, a business plan). The development of a global business model and plan and all of its components (with particular focus on value proposition, value architecture, and revenue model) are presented. The various sources of capital are discussed and the ways entrepreneurs protect their ideas via patents, copyrights, etc.

Course Learning Outcomes

Integrate functional area material as it applies to starting a new venture and its growth
Develop an understanding of the role and activities of entrepreneurship in a global setting
Provide an opportunity to evaluate your own entrepreneurial tendencies and ability to create a global business model.
Understand the challenges of fundraising, due diligence, financing strategies, as well as the importance of developing and submitting a business plan.
Understand the various ways of protecting your products and services

General Education

The general education program at AUP consists of four requirements: Speaking the World, Modeling the World, Mapping the World, and Comparing Worlds Past and Present.

This course can be used to fulfill the ________________________ requirement and as such has the following learning outcomes:

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Course Outline

	Topics	Reading	Assignments / Cases / Notes
Week 1			
11/09/2018	Course Overview	Osterwalder Pigneur (2010) Business Model Generation	
14/09/2018	Session 1: The Entrepreneurial Mindset (Part 1)	Moore, C., et al. (2008) Chapter 1- The Entrepreneurial Life, in Managing Small Business: An Entrepreneurial Emphasis, 14e, pp. 1-29.	Groups Assigned for Business Model Challenge
Week 2			
18/09/2018	Session 1: The Entrepreneurial Mindset (Part 2)		
21/09/2018	Session 2: Opportunity Analysis (Part 1)	Zacharakis, A. (2009) Opportunity Recognition, Shaping, and Reshaping in the Portable MBA in Entrepreneurship, pp.53-80.	Video Title: Big Apple Circus (in group in class?)
Week 3			
25/09/2018	Session 2: Opportunity Analysis (Part 2)	Sarasvathy, S. D. (2001). What makes entrepreneurs entrepreneurial. Harvard Business Review,21.	Case 1: Clearly Canadian (Group 1)
28/09/2018	Session 3: The	Magretta, J. (2002) Why Business	Case 2: Savvy

8	Entrepreneur's Business Model - intro	Models Matter, Harvard Business Review, pp. 86-92.	Entrepreneurial Firm (Group 2)
Week 4			
2/10/2018	Session 3: The Entrepreneur's Business Model - Value Proposition	Hamermesh, H.G., Marshall, P.W. and Pirmohamed, T. (2002) Note on Business Model Analysis for the Entrepreneur, Harvard Business School, January 22, Reprint 9-802-048	Case 3: foo-go (Group 3)
5/10/2018	Session 4: The Entrepreneur's Business Model - Revenue Model (Part 1)	Chesbrough, H., Rosenbloom, R. (2002) The role of business model in capturing value from innovation, Industrial and Corporate Change, 11 (3), 529-555.	
Week 5			
9/10/2018	Session 4: The Entrepreneur's Business Model - Revenue Model 1 (Part 2)	Kumar, V. (2014) Making Freemium work, Harvard Business Review, pp. 27-29.	Case 4: AirBnb (Group 4)
12/10/2018	Session 5: The Entrepreneur's Business Model - Value Architecture	Schweizer, L. (2005) Concept and evolution of business models, Journal of General Management, Vo. 31, pp. 37-56	Case 6: Joost (Group 1)
Week 6			
16/10/2018	WORKSHOP		
19/10/2018	**MIDTERM EXAM**		
Week 7			
23/10/2018	Business Model Challenge (1st stage)		
26/10/2018	Business Model Challenge (1st stage) or Film: The Startup Kids		
Week 8			
30/10/2018	Session 5: The Entrepreneur's Business Model - Value Architecture	Schweizer, L. (2005) Concept and evolution of business models, Journal of General Management, Vo. 31, pp. 37-56.	

	(Part 1)		Case 7: 99designs (Group 2)
2/11/2018	**Fall Break (Wednesday to Sunday) (no classes)**		
Week 9			
6/11/2018	Session 6: The Business Plan (Part 2)	Spinelli, S. Adams, R. (2011) Chapter 8: The Business Plan, in New Venture Creation- Entrepreneurship for the 21st Century, pp. 245-276 Sahlman, W. (1997) How to Write a Great Business Plan, Harvard Business Review, pp. 98-108.	Case 8: d.light (Group 3)
9/11/2018	Session 7 Sources of Capital		Case 9: Kazzoo (Group 4)
Week 10			
13/11/2018	Session 7 Sources of Capital		
16/11/2018	Session 8: Intellectual property (IP) Rights and the Entrepreneur (Part 1)	Barringer, B. and Ireland, D. (2011) Chapter 12 - The importance of Intellectual Property, pp. 393-429	Case 10: Revolights Using Multiple Sources of Funding (Group 5)
Week 11			
20/11/2018	Session 8: Intellectual property (IP) Rights and the Entrepreneur (Part 2)		
23/11/2018	Session 9 : Creating and Capturing Value (Part 1)		
Week 12			
27/11/2018	Session 9: Creating and Capturing Value (Part 2)	Ceccagnoli, M., Rothaermel, F. (2008) Chapter 1- Appropriating the returns from innovation, in G. D. Libecap, M.C. Thursby (ed.) in *Technological*	

		Innovation: Generating Economic Results, pp. 11 – 34			
30/11/2018	Guest speaker?				
Week 13					
4/12/2018	Business Model Challenge (2nd stage: 15 slides presentation and assignment)				
7/12/2018	Business Model Challenge (2nd stage: 15 slides presentation and assignment)				
Week 14					
11/12/2017	Final Course Review You will regret missing this course meeting				
14/12/2017	Reading day				
Week 15					
	Final Exam - 21 December (Friday) 3:30PM				

Textbooks

This course doesn't have any textbook.

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an “F” for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

1. Class attendance and participation	10%
2. Group presentation mini case studies (x2)	15%
3. Mid-term exam	20%
4. Business Model Challenge	25%
6. Final exam	30 %

Other