ENTREPRENEURSHIP AND NEW VENTURES in Fall 2019 (BA3020)

Course Code	BA3020	**Professor(s)**	Stephane Malo
Prerequisites	None	**Office Number**	New Grenelle office
Class Schedule	TF: 10:35-11:55 in PL-3	**Office Hours**	Tuesday/Friday 2:00 – 3:00 PM, or by appointment
Credits	4	**Email**	smalo@aup.edu
Semester	Fall 2019	**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			
03/09/2019	Course Overview	• Osterwalder Pigneur (2010) Business Model Generation	
06/09/2019	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.	
Week 2			
10/09/2019	Session 1: The Entrepreneurial Mindset (Part 2)		Groups Assigned for Business Model Challenge and Case studies
13/09/2019	Session 2: Opportunity Analysis (Part 1)	• Zacharakis, A. (2009) Opportunity Recognition, Shaping, and Reshaping in the Portable MBA in Entrepreneurship, pp.53-80.	

Week 3			
17/09/2019	Session 2: Opportunity Analysis (Part 2)	• Sarasvathy, S. D. (2001). What makes entrepreneurs entrepreneurial. Harvard Business Review,21.	
20/09/2019	Session 3: The Entrepreneur's Business Model – Business Model Canvas (Part 1)	• Osterwalder & Pigneur (2010) Business Model Generation	
Week 4			
24/09/2019	Session 3: The Entrepreneur's Business Model – Business Model Canvas (Part 2)	• Osterwalder & Pigneur (2010) Business Model Generation	
27/09/2019	Session 3: The Entrepreneur's Business Model - Value Proposition (part 1)	• 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	
Week 5			
01/10/2019	Session 3: The Entrepreneur's Business Model - Value Proposition (part 2)		
04/10/2019	Session 4: The Entrepreneur's Business Model - Revenue Model 1 (Part 1)	• Kumar, V. (2014) Making “Freemium” Work: Many Start-Ups Fail to Recognize the Challenges of this Popular Business Model. *Harvard Business Review*, 92, 27-29.	Case 1: Rover.com Don’t Chuckle This Is One Impressive Business Idea (Group 1)
Week 6			
08/10/2019	**1st step - Business Model Challenge**		
11/10/2019	Session 4: The Entrepreneur's Business Model - Revenue Model 1 (Part 2)		Case 2: TOMS’s One-for-One Business Mode (Group 2)
Week 7			
15/10/2019	**MIDTERM EXAM**		

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18/10/2019	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	
Week 8			
22/10/2019	Session 6: The Business Plan (Part 1)	• 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 3: 99designs (Group 3)
25/10/2019	Session 6: The Business Plan (Part 2)		Case 4: Justin’s The Importance of a Strong New-Venture Team in a Food Start-Up’s Success (Group 4)
Week 9			
29/10/2019	Video Documentary: The Start-up Kids		
01/11/2019	**Fall Break (30 October - 3 November (Wednesday to Sunday)**		
Week 10			
05/11/2019	Session 7 Sources of Capital (Part 1)	• Barringer & Ireland (2011) Chapter 10 - Getting financing or funding	
08/11/2019	Session 7 Sources of Capital (Part 2)		
Week 11			
12/11/2019	**Armistice Break (no classes)**		
15/11/2019	Video Documentary: Something Ventured		**Due: Assignment Kickstarter**
Week 12			

19/11/2019	Session 8: Intellectual property Rights and the Entrepreneur (Part 1)	• Barringer, B. and Ireland, D. (2011) Chapter 12 - The importance of Intellectual Property, pp. 393-429	
22/11/2019	Session 8: Intellectual property Rights and the Entrepreneur (Part 2)		Case 5: Protecting Intellectual Property Elvis's Memory (Group 5) Case 6: You Make the Call Can a Company Patent How It Makes a Peanut Butter and Jelly (Group 6)
Week 13			
26/11/20196	Session 9: Creating and Capturing Value	• 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	
29/11/2019	**2nd step - Business Model Challenge (15 slides presentation)**		
Week 14			
03/12/2019	**2nd step - Business Model Challenge (15 slides presentation)**		
06/12/2019	Final Course Review *You will regret missing this course meeting*		
Week 15			
10/12/2019	Reading day		
13/12/2019	**Final Exam: 8:30AM**		

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

Final Grade:

1. Class attendance and participation	10%
2. Group presentation mini case study	10%
3. Mid-term exam	20%
4. Assignment	10%
5. Business Model Challenge	20%
6. Final exam	30 %

Other