ENTREPRENEURSHIP AND NEW VENTURES in Fall 2020 (BA3020)

Course Code	BA3020	**Professor(s)**	Stephane Malo
Prerequisites	None	**Office Number**	New Grenelle office
Class Schedule	F: 16:20-17:55 in G-113 T: 10:50-12:25 in G-113	**Office Hours**	Thursday 14:00, or by appointment
Credits	4	**Email**	smalo@aup.edu
Semester	Fall 2020	**Office Tel. Ext.**	

Course Description

This course introduces basic marketing concepts and their use in contemporary management. We will consider how individuals and firms process information to make decisions, and how firms determine and meet customer demand, needs and desires. Through lectures, discussions, group case studies, and written analyses the course examines the marketing function from a *critical*, *strategic* and *functional* point of view. Core issues that are covered include the marketing mix, market segmentation, positioning strategies, branding techniques, and international marketing strategies.

Students will also be given extensive exposure to the core issues marketing professionals face when moving into international markets. The key areas of culture, economic forces, political and legal issues, infrastructure, and language will be considered. Case studies and readings will explore marketing challenges that are present in various global regions (North America, South America, Western Europe, Eastern Europe, South Asia, East Asia, Southeast Asia, Middle East, Africa and the South Pacific).

A key component of the course is to develop a thoughtful and critical understanding of mainstream marketing concepts and practices and for students to gain the ability to relate marketing to other aspects of business administration and communications, as well as to their own decisions as consumers.

Course Learning Outcomes

Describe typical behavioral characteristics of an effective entrepreneur.
Develop an understanding of the role and activities of entrepreneurship in a global setting.
Generate a business model canvas.
Demonstrate understanding of the challenges of of fundraising as well as the importance of developing a business plan.

Demonstrate an understanding of 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 or Video	Assignments / Cases / Notes	
Week 1				
Sept 25 F: 16:20 PM -17:55 PM	• Course Overview & • Session 1: The Entrepreneurial Mindset (Part 1)	• Osterwalder & Pigneur (2010) Business Model Generation • Moore, C., et al. (2008) Chapter 1- The Entrepreneurial Life, in *Managing Small Business: An Entrepreneurial Emphasis*, 14e, pp. 1-29.		
Week 2				
Sept 29 T: 10:50 AM -12:25 PM	Session 1: The Entrepreneurial Mindset (Part 2)	• Moore, C., et al. (2008) Chapter 1- The Entrepreneurial Life, in *Managing Small Business: An Entrepreneurial Emphasis*, 14e, pp. 1-29.		
Oct 2	Session 2: Opportunity	• Zacharakis, A. (2009)		

F: 16:20 PM -17:55 PM	Analysis (Part 1)	Opportunity Recognition, Shaping, and Reshaping in the Portable MBA in Entrepreneurship, pp.53-80.		
Week 3				
Oct 6 T: 10:50 AM -12:25 PM	**Assignment 1: Video Documentary: Steve Jobs - One Last Thing**			
Oct 9 F: 16:20 PM -17:55 PM	Session 2: Opportunity Analysis (Part 2)	• Sarasvathy, S. D. (2001) What makes entrepreneurs entrepreneurial. Harvard Business Review,21.	**Due: Assignment 1**	
Week 4				
Oct 13 T: 10:50 AM -12:25 PM	**Assignment 2: Case study: Rover.com. Don't Chuckle This Is One Impressive Business Idea**			
Oct 16 F: 16:20 PM -17:55 PM	Session 3: The Entrepreneur's Business Model – Business Model Canvas	• Osterwalder & Pigneur (2010) Business Model Generation	**Due: Assignment 2**	
Week 5				
Oct 20 T: 10:50 AM -12:25 PM	**Assignment 3: Finding a Business Idea** Also watch: VIDEO: Entrepreneurship- Spotting Opportunities			
Oct 23 F: 16:20 PM -17:55 PM	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	**Due: Assignment 3**	
Week 6				
Oct 27 T: 10:50 AM	**Assignment 4 Video: The Start-up Kids**			

-12:25 PM				
Oct 30 F: 16:20 PM -17:55 PM	Session 4: The Entrepreneur's Business Model - Revenue Model	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.	**Due: Assignment 4**	
Week 7				
Nov 3 T: 10:50 AM -12:25 PM	**Assignment 5: Case study: 99 Design**			
Nov 6 F: 16:20 PM -17:55 PM	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.	**Due: Assignment 5**	
Week 8				
Nov 10 T: 10:50 AM -12:25 PM	**Assignment 6: Video: Netflix vs the World (2020)**			
Nov 13 F: 16:20 PM -17:55 PM	**11 -13 November (Wednesday - Friday) Fall break (no classes)**			
Week 9				
Nov 17 T: 10:50 AM -12:25 PM	**Assignment 7: Video: Something Ventured**		**Due: Assignment 6**	
Nov 20 F: 16:20 PM -17:55 PM	Session 7 Sources of Capital	Barringer & Ireland (2011) Chapter 10 - Getting financing or funding	**Due: Assignment 7**	
Week 10				
Nov 24	**Assignment 8: Identify a good (and bad) crowdfunding project**			

T: 10:50 AM -12:25 PM				
Nov 27 F: 16:20 PM -17:55 PM	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	**Due: Assignment 8**	
Week 11				
Dec 1 T: 10:50 AM -12:25 PM	**Assignment 9: VIDEO: Flash of Genius**			
Dec 4 F: 16:20 PM -17:55 PM	Session 8: Intellectual property Rights and the Entrepreneur (Part 2)	Barringer, B. and Ireland, D. (2011) Chapter 12 - The importance of Intellectual Property, pp. 393-429	**Due: Assignment 9**	
Week 12				
Dec 8 T: 10:50 AM -12:25 PM	**Work in class or online on the Business Model Challenge (I will be available for help)**			
Dec 11 F: 16:20 PM -17:55 PM	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		
Week 13				
Dec 15 T: 10:35 AM	**Assignment 10: Business Model Challenge Final Presentation**		**Due: Bonus Case Study (Optional)**	

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. Mini case studies (x2) 1. Rover.com (10%) **(Due Oct 16)** 2. 99designs (10%) (**Due Nov 6)**	20%
2. Videos essays (x5) 1. Steve Jobs - One Last Thing (5%) **(Due Oct 9)** 2. The Startup Kids (10%) (**Due Oct 30)** 3. Netflix vs the World (10%) **(Due Nov 17)**	45%

4. Something Ventured (10%) **(Due Nov 20)** 5. Flash of Genius (10%) **(Due Dec 4)**	
3. Assignment: Crowdfunding (x1) • Identify a good (and bad) crowdfunding project **(Due Nov 27)**	10 %
4. Business Model Challenge (x2) • Finding a Business Idea **(Due Oct 23)** • Business Model Canvas Presentation **(Dec 15)**	25%
1. **BONUS (Optional): Mini case study:** You Make the Call: Can a Company Patent How It Makes a Peanut Butter and Jelly? **(Dec 15)**	5%

Other

SPECIAL NOTES

It’s important to note that based on the unpredictability of the COVID-19 virus, things can change at any time. Please be patient and understanding as we move through the semester. I also ask that you keep me informed of concerns you may have about class, completing course work/assignments timely and/or health concerns related to COVID. AUP’s motto: safety first (Cool, because it is also mine!).