
EXPLORING ENTREPRENEURIAL OPTIONS in Spring 2019 (BA4015)

Course Code	BA4015	Professor(s)	Stephane Malo
Prerequisites	None	Office Number	
Class Schedule	MR: 12:10-13:30 in SD-3	Office Hours	Monday- Thursday 12:10- 13:30 PM
Credits	4	Email	smalo@aup.edu
Semester	Spring 2019	Office Tel. Ext.	G3 - A30

Course Description

This course prepares students to start their own business and is designed to assist entrepreneurs to strengthen and manage their business skills. Students will evaluate their options for starting into a small business and will gain knowledge related to why prospective entrepreneurs select start-ups, buy-outs, franchises, corporate spin-offs, involvement in family business or social enterprises as an avenue to entrepreneurship.

Course Learning Outcomes

Explain the differences between getting a franchise, building a start up from scratch or buying a business

Understand that buying an existing business (or a franchise) has several important advantages (and disadvantages) over starting one

Explain the steps involved in buying an existing business (or a franchise)

Learn how to evaluate and compare buyout/ franchise opportunities

Become aware that most of the businesses in the US and elsewhere are family owned

Articulate the forces that can keep a family business moving forward and comprehend the issues that need to be addressed in a succession plan

Examine the methods of developing managers for corporate entrepreneurship

Understand the differences between a social enterprise and a for-profit enterprise

General Education

Course Outline

	Topics	Reading
Week 1		
21/01/2019	Course Overview	
24/01/2019	Social Entrepreneurship: introduction	• Dees, J.G. (2001) <i>The Meaning of Social Entrepreneurship</i>, Working Paper, Center for the Advancement of Social Entrepreneurship (CASE). • Martin, R.L, Osberg, S. (2007) Social Entrepreneurship: The Case for Definition <i>Stanford Social Innovation Review</i>: 28-3
Week 2		
28/01/2019	Social Entrepreneurship:	• Austin, J. E., Stevenson, H., and Wei-S
	From Profit to Social Enterprises	
31/01/2019	Social Entrepreneurship	(2006) Social and Commercial Entrepreneurship: Same, Different, or Both? <i>Entrepreneurship Theory and Practice</i> 30, (1), 1-22.
Week 2		
04/02/2019	Social Entrepreneurship: Recognizing Opportunities and social innovations	
07/02/2019	Social Entrepreneurship	
Week 3		
11/02/2019	Social Entrepreneurship:	
	Measuring Outcomes and Impact of Social Initiatives	
14/02/2019	Social Entrepreneurship	
Week 4		
18/02/2019	Corporate Entrepreneurship	• Kuratko (2014) Chapter 3 Corporate Entrepreneurial Mind-set in <i>Entrepreneurship Theory, Process, and Practice</i>, pp.65-94
21/02/2019	Corporate Entrepreneurship	
Week 5		
25/02/2019	Corporate Entrepreneurship	

28/02/2019 Corporate Entrepreneurship

Week 6

04/03/2019 Spring break (no classes)

07/03/2019

Week 7

11/03/2019 Spring break (no classes)

14/03/2019

Week 8

[18/03/2019](#) MID TERM

21/03/2019 New or Acquired Ventures? Scarborough (2011) Chapter 5: Buying an Existing Business in *Effective Small Business Management* 127-158.

Week 9

[25/03/2019](#) New or Acquired Ventures?

28/03/2019 Franchising • Scarborough (2011) Chapter 4: Franchising the Entrepreneur in *Effective Small Business Management*, pp. 95-124.

Week 11

01/04/2019 Franchising

04/04/2019 Franchising

Week 12

08/04/2019 Franchising

[11/04/2019](#) Franchising

Week 13

15/04/2019 The Family as Entrepreneur • Spinelli & Adams (2011) Chapter 8: The Family as Entrepreneur in *New Ventures Creation. Entrepreneurship for the 21st Century* pp. 525-559.

18/04/2019 The Family as Entrepreneur

Week 14

29/04/2019 The Family as Entrepreneur

02/05/2019 The Family as Entrepreneur

Week 15

06/05/2019 **REVIEW**
09/05/2019 **Reading day (no class)**

Week 16

FINAL EXAM (20 Points): May 16 2019 12:00PM

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.

A maximum of four (4) excused absences per semester may be requested for all 4-credit courses. Two (2) *excused* absences per semester per 1-credit course may be requested. The French Department has its own attendance policy. Students are responsible for compliance.

Attendance at all exams is mandatory.

Student Affairs will *recommend* that a professor excuse an absence for the following reason only: Involuntary absences due to illness or personal emergencies, upon presentation of documentary proof of illness or emergency.

Religious and National Holidays:

Due to the large number of nationalities and faiths represented at the University, religious and national holidays (other than those on the academic schedule) will not be excused by Student Affairs.

Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Lateness to course meetings:

If a student arrives at course meetings more than 10 minutes late without documentation for one of the above scenarios, it will be considered an *unexcused* absence. All documentation must be submitted to the Office of Student Affairs within ONE WEEK following the first day of the absence.

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 (excused or unexcused) is accepted 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 excused and unexcused 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 the withdrawal of a student whose absences from any course, ***excused or not***, have made it impossible to continue in the course at a satisfactory level. The professor may consult with Student Affairs for additional information.

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

Grading Policy

Class Participation	10%
3 presentations (“Buy an existing business”, “find a franchise” and “develop a business plan for social enterprise”)	30%
1 Essay (Lego case)	15%
Midterm Exam	15%
Final Exam	30%
Total	100%

Other
