
EXPLORING ENTREPRENEURIAL OPTIONS in Spring 2021 (BA4015)

Course Code	BA4015	Professor(s)	Stephane Malo
Prerequisites	None	Office Number	New Grenelle office
Class Schedule	F: 16:55-18:15 in G-009 F: 16:55-18:15 in RMOTE-00 T: 12:10-13:30 in G-009 T: 12:10-13:30 in RMOTE-00	Office Hours	By appointment
Credits	4	Email	smalo@aup.edu
Semester	Spring 2021	Office Tel. Ext.	

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 advantages and disadvantages of buying a franchise, building a start up from scratch or buying a business.

Demonstrate a working knowledge of the concepts, opportunities, and challenges of social entrepreneurship.

Explain the importance of the family business in the US and globally.

Explain the issues that need to be addressed in a family business succession plan.

Examine the methods of developing managers for corporate entrepreneurship.

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	Due Assignments	
Week 1				
January 19 Tuesday 12:10 PM	Session 1 - Course Overview			
22 January Friday 04:55 PM	Session 2a - Social Entrepreneurship: introduction	• , 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>: 28-39.		
Week 2	January 24th – last day to drop/add courses online			
26 January T Tuesday 12:10 PM	Assignment 1 – Watch: The New Heroes - 'Dreams Of Sanctuary' (and answer questions - submit 29 January)			
29 January Friday 04:55 PM	Session 2b - Social Entrepreneurship: From Profit to Social Enterprises	• , J. E., and Leonard, D. (2008) <i>Can the Virtuous Mouse and the Wealthy Elephant Live Happily</i>	(Due Today Assignment 1)	

		Ever After?" California Management Review, 51(1), 77-102. • Austin, J. E., Stevenson, H., and Wei-Skillern, J. (2006) Social and Commercial Entrepreneurship: Same, Different, or Both? Entrepreneurship Theory and Practice 30, (1), 1-22.		
Week 3				
2 February Tuesday 12:10 PM	Assignment 2 - Watch: The New Heroes - 'Power of Enterprise' (and answer questions - submit 5 February)			
5 February Friday 04:55 PM	Session 2c - Social Entrepreneurship: Recognizing Opportunities and social innovations		• Due Today Assignment 2)	
Week 4				
9 February Tuesday 12:10 PM	Mini BREAK 1 (no classes)			
12 February Friday 04:55 PM	Session 2d - Social Entrepreneurship - Social Business Model			
Week 5				
16 February Tuesday 12:10 PM	Assignment 3 - Watch: The New Heroes - 'Technology of Freedom' (and answer questions - submit 19 February)			
19 February Friday 04:55 PM	Presentation 1: Develop a "business model" for a social enterprise		(Due Today Assignment 3)	
Week 6				
23 February	Assignment 4 - Watch: Adidas Vs. Puma: The Brother's Feud			

Tuesday 12:10 PM	(and answer questions - submit March 2)			
26 February	Mini BREAK 2 (no classes)			
Week 7	•			
2 March Tuesday 12:10 PM	Session 3a -The Family as Entrepreneur	Spinelli & Adams (2011) Chapter 8:Chapter 8 The Family as Entrepreneur in <i>New Venture Creation. Entrepreneurship for the 21st Century</i>, pp. 525-559.	(Due Today Assignment 4)	
5 March Friday 04:55 PM	Session 3b -The Family as Entrepreneur	Spinelli & Adams (2011) Chapter 8:Chapter 8 The Family as Entrepreneur in <i>New Venture Creation. Entrepreneurship for the 21st Century</i>, pp. 525-559.		
Week 8				
9 March Tuesday 12:10 PM	Assignment 5 ? Watch: PBS American Experience Henry Ford (and answer questions - submit March 12)			
12 March Friday 04:55 PM	Session 3c - The Family as Entrepreneur	Spinelli & Adams (2011) Chapter 8:Chapter 8 The Family as Entrepreneur in <i>New Venture Creation. Entrepreneurship for the 21st Century</i>, pp. 525-559.	(Due today: Assignment 5)	
Week 9				
16 March Tuesday 12:10 PM	Session 4a - Intrapreneurship	Kuratko (2014) Chapter 3 Corporate Entrepreneurial Mind-set in <i>Entrepreneurship: Theory, Process, and Practice</i>, pp.65-94		
19 March Friday 04:55	Session 4b - Intrapreneurship	Kuratko (2014) Chapter 3 Corporate Entrepreneurial Mind-set		

PM		in <i>Entrepreneurship: Theory, Process, and Practice</i> , pp.65-94		
Week 10				
23 March Tuesday 12:10 PM	Assignment 6 - Watch: National Geographic 'Inside Google' (and answer questions - submit March 26)			
26 March Friday 04:55 PM	Session 4c - Intrapreneurship	Kuratko (2014) Chapter 3 Corporate Entrepreneurial Mind-set in <i>Entrepreneurship: Theory, Process, and Practice</i>, pp.65-94	(Due Today Assignment 6)	
Week 11				Kuratko Corporate set in <i>E</i> <i>Theory</i> , pp.65-9
30 March Tuesday 12:10 PM	Assignment 7 - Watch: - The Toys that Made us - Lego (and answer questions - submit April 9)			
2 April Friday 04:55 PM	Session 5a - Franchising	Scarborough (2011) Chapter 4: Franchising and the Entrepreneur in <i>Effective Small Business Management</i>, pp. 95-124.	April 2nd, last day to withdraw from a course	
Week 12				
6 April Tuesday 12:10 PM	Faculty retreat (no classes)			
9 April Friday 04:55 PM	Session 5b - Franchising	Scarborough (2011) Chapter 4: Franchising and the Entrepreneur in <i>Effective Small Business Management</i>, pp. 95-124.	(Due today: Assignment 7)	
Week 13				
13 April	Assignment 8 - Watch: ' The Founder'			

Tuesday 12:10 PM	(and answer questions - submit April 16)			
16 April Friday 04:55 PM	Session 5c - Franchising	• Scarborough (2011) Chapter 4: Franchising and the Entrepreneur in <i>Effective Small Business Management</i>, pp. 95-124	(Due today: Assignment 8)	
Week 14				
20 April Tuesday 12:10 PM	Presentation 2: Choosing a franchise			
23 April Friday 04:55 PM	Session 6a - New or Acquired Ventures?	• Scarborough (2011) Chapter 5: Buying an Existing Business in <i>Effective Small_Businesses_Management</i>, pp. 127-158.		
Week 15				
27 April Tuesday 12:10 PM	Session 6b - New or Acquired Ventures?	• Scarborough (2011) Chapter 5: Buying an Existing Business in <i>Effective Small_Businesses_Management</i>, pp. 127-158.		
30 April Friday 04:55 PM	Presentation 3: Buy a business			
Week 16				
May 4	Presentation 3: Buy a business			
May 7	Last day for late assignments			

	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 Entrepreneur's Business Model - intro	Magretta, J. (2002) Why Business Models Matter, Harvard Business Review, pp. 86-92.	Case 2: Savvy 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	Kumar, V. (2014) Making Freemium	Case 4: AirBnb

	Entrepreneur's Business Model - Revenue Model 1 (Part 2)	work, Harvard Business Review, pp. 27-29.	(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 (Part 1)	Schweizer, L. (2005) Concept and evolution of business models, Journal of General Management, Vo. 31, pp. 37-56.	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	Case 8: d.light (Group 3)

		Great Business Plan, Harvard Business Review, pp. 98-108.	
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 <i>Technological Innovation: Generating Economic Results</i> , 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

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- Assignments - Video/ Essay X 8

Assignment 1 - Video/ Essay: The New Heroes - 'Dreams Of Sanctuary' (January 26, due January 29)

Assignment 2 - Video/ Essay: The New Heroes - 'Power of Enterprise' (February 2, due February 5)	5%
Assignment 3 - Video/ Essay: The New Heroes - 'Technology of Freedom' (February 16, due February 19)	5%
Assignment 4 - Video/ Essay: Adidas Vs. Puma: The Brother's Feud (February 23, due March 2)	5%
Assignment 5 - Video/ Essay: PBS American Experience 'Henry Ford' (March 6, due March 12)	5%
Assignment 6 - Video/ Essay: National Geographic 'Inside Google' (March 23, due March 26)	10%
Assignment 7 - Video/ Essay: - The Toys that Made us - Lego (March 30, due April 9)	10%
Assignment 8 - Video/ Essay: ' The Founder' (April 13, due April 16 April)	10%
• Presentations X 3	45%
Presentation 1: Develop an “idea” for a social enterprise (February 19)	15%
Presentation 2: Choosing a franchise (April 20)	15%
Presentation 3: Buy a business (April 30)	15%

Other
