ENTREPRENEURSHIP AND NEW VENTURE CREATION
Business

Course contact hours: 45
Recommended credits: 6 ECTS – 3 US

OBJECTIVES

This course is set out to empower students by providing the knowledge, skills and attitudes to achieve entrepreneurial success in a variety of settings (independent as well as corporate entrepreneurship). The course aims to provide students with a mindset that supports creativity and innovation needed to transform ideas into new ventures that create value and wealth. By linking theory and practice the course is also offering students a hands-on experience in planning and developing new ventures.

REQUIREMENTS

Fluent English

LEARNING OUTCOMES

A. Student learning outcomes:
1. Develop an entrepreneurial mindset to deal with high uncertainty in market environments
2. Acquire the knowledge and spirit for new business venturing
3. Build skills and abilities in entrepreneurship and new venture creation
4. Understand the entrepreneurial process from idea generation to concept development and creation of the venture
5. Gain knowledge on the diverse characteristics of entrepreneurs
6. Gain abilities in idea generation and evaluation
7. Learn how to evaluate new business opportunities
8. Acquire abilities in conducting an effective feasibility analysis
9. Understand the importance of the planning process and learn how to develop, write and present an effective business plan for a new venture.
B. College learning outcomes:

This course is designed to help you enhance your skills in the following areas:

1. Critical thinking
2. Creative thinking
3. Oral communication
4. Ethics/Values
5. Global concerns
6. Information resources

CONTENTS

What is entrepreneurship and who is the entrepreneur?
Discovering new business opportunities
Entrepreneurial innovation
Opportunity evaluation: product feasibility
Concept test development
Opportunity evaluation: market feasibility
Start-up projects
Evaluating financial viability
Sources of funding
The Business Plan
The lean start-up: some case studies
Entrepreneurial marketing
Evaluating growth opportunities
Growth strategies

TEACHING METHODOLOGY

Classes will be conducted in seminar format promoting student participation. The methods of instruction include class discussions, individual and team projects, demonstrations and student hands-on activities.

ASSESSMENT CRITERIA

College and student learning outcomes will be assessed through a variety of activities that emphasize critical thinking including the following:

A. Assignments and Case problems:
You will develop skills in in creative thinking, information resources, global concerns and
ethics/values as they learn how to find new business opportunities and how to evaluate them. This is achieved through a series of readings, exercises and case studies.

B. Team Project and Presentations:
You will develop skills in oral communications, critical thinking and information resources as you will conduct research and present your findings regarding the feasibility of a new business idea. You will work in teams of two, to find a new business opportunity for which you will conduct a feasibility analysis (midterm). Past the feasibility stage, your team will work on launching the business idea following the Lean Startup method. The findings and conclusions of this stage will be presented to the class at the end of the course (final). I will provide you with full guidelines for these projects and presentation during the course.

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<tr>
<th></th>
<th>Weight (%)</th>
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<tbody>
<tr>
<td>Startup Project</td>
<td>40</td>
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<tr>
<td>In class exercises, case studies, assignments</td>
<td>40</td>
</tr>
<tr>
<td>Participation</td>
<td>20</td>
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BIBLIOGRAPHY

Required reading:


Recommended reading:


Constable, G.; Rimalovski, F (2014) Talking to Humans: Success Starts with Understanding your Customers

