



## MGT 036: Fundamentals of Entrepreneurship

Term: 2020 Winter Session

Instructor: Staff

Language of Instruction: English

Classroom: TBA

Office Hours: TBA

Class Sessions Per Week: 6

Total Weeks: 4

Total Class Sessions: 25

Class Session Length (minutes): 145

Credit Hours: 4

### Course Description:

This course is an exposure to the world of entrepreneurship and the entrepreneurial mindset. Students will be introduced the key concepts and process involved in entrepreneurship. Students will understand the challenges involved in identifying and developing an opportunity for an entrepreneurial venture. Students will explore the more progressed topics including business concept testing and adapting, market strategy making and evaluation, business model developing and financing the venture. This course is a highly active learning experience. Throughout the session, students will work with a group of peers to design and test a business model for a venture of your own choosing. Upon completing the course, students will understand how to conceptualize, develop, and manage successful new ventures.

### Learning Objectives:

1. Understand the fundamental concepts, theories, and practices employed in the field of entrepreneurship
2. Understand the basic process involved in starting and managing a new venture
3. Analyze the business environment and identify the business opportunity
4. Evaluate new venture opportunities to determine their strengths and weakness, and the overall business potential



5. Understand the legal and financial aspects for starting a business venture
6. Understand the resources needed for the successful development of entrepreneurial ventures
7. Formulate a business strategy for the new venture, evaluate and test the effectiveness of different entrepreneurial strategies.
8. Be able to communicate and interpret your business plan to others.

### Course Materials:

Required Textbook:

Entrepreneurship: The Practice and Mindset

Author(s): Heidi M. Neck; Christopher P. Neck; Emma L. Murray

Publisher: Sage Publications, Inc, 2017

ISBN: 1483383520, 9781483383521

Recommended reading:

(1) Business Model Generation, Osterwalder and Pigneur, ISBN 978- 047087641-1

(2) The Startup Owners Manual. Blank and Dorf, ISBN 978-0- 984999309.

### Course Format and Requirements:

This course is a combination of lecture, reading and case study discussion and analysis. In order to achieve the objectives of the course, we will devote the majority of our class time to the analysis and discussion of selected business cases. Lectures will be given to elaborate on key theoretical concepts and frameworks. Cases will help provide vivid examples that aid the memory of concepts.

#### **Attendance**

Students are supposed to be present at all class sessions. Notifications about absence reasons to the instructor should be done in advance if students are not able to attend classes. More than three absences will result in the failure of the course. Active participation in all classroom activities is also very important for students to achieve success in this course.

### Grading Scale:

**A+: 98%-100%**

**A: 93%-97%**

**A-: 90%-92%**



**B+: 88%-89%**

**B: 83%-87%**

**B-: 80%-82%**

**C+: 78%-79%**

**C: 73%-77%**

**C-: 70%-72%**

**D+: 68%-69%**

**D: 63%-67%**

**D-: 60%-62%**

**F: Below 60%**

### Course Assignments:

#### **Class Participation(10%)**

This course relies heavily on case materials, so your active contribution to our case discussions is required to ensure the success in this class. Each student has a responsibility to participate in class and to enhance the learning experience of all class participants. Your overall class participation will be closely monitored. In grading oral participation, I will look at both the quality and quantity of your oral contributions.

#### **Individual Idea Assignment (10%) (3-4 pages)**

Using concepts covered in class, each student will identify and evaluate three different potential venture ideas. For each, you will provide: (1) an overview of the idea and the need that it addresses; (2) your evaluation of its potential, and; (3) discuss the way you discover the opportunity. You also need to provide a brief analysis that discusses which idea you think has the most potential and why.

#### **Individual Opportunity Analysis Assignment and Presentation (15%) (5-6 pages)**

In this assignment, you will need to discuss: (1) the size of your market and key trends therein; (2) competitors, substitutes, threat of new entrants, and the nature of competition; (3) the opportunity that you're going after and why it hasn't been addressed; (4) the nature and sustainability of your competitive advantage.

The final evaluation will focus on the quality, not the quantity, of the data you've gathered. There will be a presentation for your assignment scheduled to take place on week 3.

#### **Final Team Business Plan and Presentation (35%)**

The business plan is written in order to provide the most important information to external



shareholders. It should be a convincing, well-written and well-researched document using feasible assumptions in order to predict future flows.

It needs to contain the following:

- Cover page
- Table of contents
- A description of the business- The market analysis (SWOT analysis, industry background, competitor analysis, market analysis) based on primary and secondary resources
- The strategical plan
- The financial plan
- Conclusions
- If needed, the necessary attachments
- (Include the documents requested for your group work too as an attachment)

In presentation parts, articulate your business concept is critical. You will have 10 minutes to pitch your plan followed by some Q&A.

You will be evaluated on the basis of defined rubrics on how to make a business plan.

### **Final Exam: 30%**

The final exam is a closed-book and in-class exam, which covers most of the materials used in class, including textbooks, HBC and other reading materials. Classes before the final exam will be left for review and Q&A. The final exam will consist of two parts: 1) multiple-choice and true/false questions on the readings and cases and 2) short-essay questions on a case.

### Course Assessment:

Class Participation	10%
Individual Idea Assignment	10%
Individual Opportunity Analysis Assignment and Presentation	15%
Final Team Business Plan and Presentation	35%
Final Exam	30%
<b>Total</b>	<b>100%</b>

### Course Schedule:



Week	Topic	Activities
1	<p>Course Syllabus, course policy and course overview</p> <p><b>Introduction to Entrepreneurship and Entrepreneurial Life Style:</b></p> <p>Conceptual definition of entrepreneur and entrepreneurship</p> <p>Historical development of entrepreneurship.</p> <p>Types of Entrepreneurship (Corporate Entrepreneurship, Social Entrepreneurship, and Family Enterprising)</p> <p>The practice of entrepreneurship</p> <p><u>Reading Chapter 1 and 2</u></p> <p>Entrepreneurial mindset (Passion, Self-leadership, Creativity habit, The Improvisation Habit)</p> <p>The mindset and the pathway to action (Self-efficacy and entrepreneurial intentions, mindset and opportunity recognition )</p> <p><u>Reading Chapter 3</u></p>	<ul style="list-style-type: none"> <li>✓ Reading</li> <li>✓ Case Discussion</li> <li>✓ Instruction on the individual idea assignment</li> </ul>
2	<p><b>Creating and Finding Opportunities</b></p> <p>Recognizing new opportunities (Pathways towards opportunity recognition, opportunity identification and idea generation)</p> <p><u>Reading Chapter 5</u></p> <p>Using design thinking (Design thinking process: Inspiration, ideation, and implementation)</p> <p>Techniques for identify needs (Observation and Interview)</p> <p><u>Reading Chapter 6</u></p> <p>Testing and Experimenting in Markets</p> <p>The six steps of scientific experimentation</p> <p>Introduction to Lean startup, Customer Discovery, Customer Validation (Hypothesis-Driven Entrepreneurship: The Lean startup)</p>	<ul style="list-style-type: none"> <li>✓ Reading</li> <li>✓ Case Discussion</li> <li>✓ Individual Assignment Due</li> <li>✓ Instruction on the opportunities analysis assignment</li> </ul>



	<u>Reading Chapter 7</u>	
3	<p><b>Evaluating and Acting on Opportunities</b>  Building Business Model(the four parts of Business Model, the customer Value Proposition(CVPS)  Different Types of CVP and Customer Segments  The Component of Business Model Canvas  <u>Reading Chapter 8</u></p> <p>Planning for Entrepreneur (TRIM: Team, Resources, Ideas, Markets)  <u>Reading Chapter 9</u></p> <p>Failure and Entrepreneurship, the fear of failure, learning from the failure  <u>Reading Chapter 11</u></p>	<ul style="list-style-type: none"> <li>✓ Reading</li> <li>✓ Case Discussion</li> <li>✓ Opportunities analysis individual presentation</li> <li>✓ Instruction on Final Business Plan</li> <li>✓ Opportunities analysis assignment due</li> </ul>
4	<p><b>Resourcing new opportunities</b>  Bootstrapping and Bootstrapping Strategy, crowdfunding versus crowdsourcing  <u>Reading Chapter 12</u></p> <p>Financing for startups (Equity Financing, Angel Investors, Venture Capitalists)  <u>Reading Chapter 13</u></p> <p>Navigating Legal and Intellectual Property Issues (Types of legal structure, Intellectual Property, Hiring employee)  <u>Reading Chapter 15</u></p> <p>Entrepreneurial Ecosystem (Incubators, SBA, SCORE)</p>	<ul style="list-style-type: none"> <li>✓ Reading</li> <li>✓ Case Discussion</li> <li>✓ Final Business Plan Presentation</li> <li>✓ Final Business Plan Deliverable Due</li> <li>✓ Final Exam</li> </ul>



	Marketing and Pitching your idea <u>Reading Chapter 16</u>	
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### Academic Integrity:

Students are encouraged to study together, and to discuss lecture topics with one another, but all other work should be completed independently.

Students are expected to adhere to the standards of academic honesty and integrity that are described in the Shanghai Normal University's *Academic Conduct Code*. Any work suspected of violating the standards of the *Academic Conduct Code* will be reported to the Dean's Office. Penalties for violating the *Academic Conduct Code* may include dismissal from the program. All students have an individual responsibility to know and understand the provisions of the *Academic Conduct Code*.

### Special Needs or Assistance:

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.