



BUS 202 Planning Startup Businesses Semester 2, 2015

Course Details

Course Title	Executing Startup Businesses
Course Code	BUS 202
Credit Hours	3
Semester & Year	Fall 2015
Pre-requisites	BUS 201
Co-requisites	None
Department	Solbridge International School of Business
Text	

Teaching Methodology

This course is designed for operating a business. You should only enroll in this course if you are ready to start selling a product or service.

In BUS 101, students plan businesses. In BUS 201, they begin selling through prototyping methods. In this class, students sell real products/services to real people for real money.

Contact Hours

Class Type	Days	Time	Room
In-class experiential learning	Friday	13:00—16:00	

Instructor Details

Instructor:	Brock Stout
Office:	
Consultation Hours:	Tuesday, Wednesday, Thursday 10:00—12:00
Email:	brockstout@solbridge.ac.kr
Telephone:	

The Solbridge Mission and Course Outcomes

The purpose of the course is to operate entrepreneurial businesses. Based on the Solbridge Mission, this course will result in personal improvement in five areas:

Mission Based Goals	Approximate % of Course Content	Approximate % of Assessment
Global Perspective	5%	5%
Asian Expertise	5%	5%
Creative Management Mind	60%	80%
Cross Cultural Communications	10%	0%
Social Responsibility	20%	10%
Total	100%	100%

Course Structure and Assessment Method

Component	Weight
Individual Final Project	75%
Assignment/Activity	5%
Attendance	20%
Total	100%

This class focuses on information gathering and research for international (cross-border) startups. **The purpose of the class is to give you the opportunity to** build an international business. You are free to choose any legal and ethical model. The goal is to sell REAL goods or services to REAL people, not talk about it. For example:

- Find a product and export it to another country
- Provide a service in another country
- Import something to Korea
- Establish a social business (non-profit) in another country
- Borrow a business idea from another culture/country

Some conditions:

- You should enjoy doing it
- It should make money
- It should be original
- Be proactive: you will be in charge of the process

Schedule

Week 1	Introduction
Week 2	Design Research Plan
Week 3	Present Research Plan
Week 4	Gather Data
Week 5	
Week 6	
Week 7	
Week 8	Present Results
Week 9	
Week 10	
Week 11	Gather Data
Week 12	
Week 13	
Week 14	
Week 15	Final Presentation

Privacy Statement

If assignments or responses are used in future academic research projects, anonymity will be strictly maintained.

Plagiarism, Copying, and Academic Dishonesty

Plagiarism is against school policy. It is also wrong and stupid. Plagiarism is the unauthorized use of another's work or ideas and the representation of these as one's own.

Cheating

Cheating, whether taking answers from a friend or giving them to a friend, might seem friendly, but it is wrong. It is also the fastest way to fail a test.