



BUS 101 Planning Startup Businesses

Fall-2015

Course Details

Course Title	Planning Startup Businesses
Course Code	BUS 101
Credit Hours	3
Semester & Year	Fall-2015
Pre-requisites	Accounting and Marketing or instructor waiver (ask instructor)
Co-requisites	None
Department	Solbridge International School of Business
Text	Entrepreneurship in the Korean Context (workbook available in class)

The Solbridge Mission and Course Outcomes

The purpose of the course is to help students build 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	10%	5%
Asian Expertise	10%	5%
Creative Management Mind	50%	60%
Cross Cultural Communications	20%	10%
Social Responsibility	10%	10%
Total	100%	100%

Teaching Methodology

Global entrepreneurs need specific human capital related to entrepreneurial competence. This course will focus on developing entrepreneurial human capital through experiential learning, based on the most recent research. Personal growth will come from acquiring knowledge and tools in lectures, in-class exercises, outside exercises, and reflection. In order to recognize different learning styles, teaching will employ verbal, visual, reading, writing, and participation.

Entrepreneurial Human Capital is based on competencies in heuristics, social capital, and entrepreneurial cognition, all of which can be improved through specific education, and built on

a foundation of ethics. All activities and assignments in the class are designed to build these competencies.

Course Materials and Readings

To comply with the instructor’s commitment to experiential learning, this course will not use a textbook. Each week, a new article or case study will be distributed for students to read and discuss in class.

Course Structure and Assessment Method

Component	Weight
Examination	25%
Individual Final Project (see description of schedule)	50%
Assignments	5%
Attendance	20%
Total	100%

Warning: The class itself is entrepreneurial. So the class might pivot.

Midterm Examination

The exam will test understanding of content from course lectures.

Reflective Practice Assignments

TurnItIn will be used for all assignments.

Final Project Schedule

This is an **individual** assignment. But as you can see, it is really five different assignments.

Weeks 5 – 7	<u>Problem:</u> <i>Within the first three weeks, you should identify a problem that you find very interesting and important.</i>	10 points
Weeks 8 – 11	<u>Describe the business:</u> <i>What do you do all day? Where do you do it? Where do you get your supplies, etc.? To whom do you sell your product or service? Creative and viable?</i>	10 points
Weeks 12 – 13	<u>Value Proposition:</u> <i>What are the alternatives to your product/service? Describe why your product really is so much better than the alternatives.</i>	15 points
Week 14	<u>Distribution:</u> <i>How will you get your product/service to people? How do you convince them to buy?</i>	10 points
Week 15	<i>Describe your cost structure. What is the breakdown of your costs? How much will your revenue be?</i>	5 points

Total		50 points

Privacy Statement

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

Attendance

Grading on attendance is a university requirement, and succeeding in this course is not possible without attendance.

Lecture Schedule

Week	Topics
Week 1	Course expectations Pre-test Personal goals Identifying Means
Week 2	Taxonomy and definitions Opportunity Recognition Entrepreneurial Traits
Week 3	Visioning Identifying Means
Week 4	Asset Mapping Evaluation
Week 5	Environment Affordable Loss
Week 6	Holiday ?
Week 7	Prototyping Path Alternatives Regional and Global Opportunities
Week 8	Prototype and Situation Analysis Presentations
Week 9	Mid-term exam Stakeholder Recruitment
Week 10	Pivoting Business Plans and Narratives, Marketing Distribution and Operations
Week 11	Modeling
Week 12	Modeling
Week 23	Presentations
Week 14	Presentations
Week 15	Final Exam (Project)

The instructor retains the right to adjust the schedule as student needs change.

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.

Students who use someone else's words, ideas, thoughts, or media should give credit. Quotes should be in quotation marks. Even changing the wording to avoid quoting might be plagiarism. Plagiarism can result in expulsion from the university. If unsure about how to attribute, ask the instructor.

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.