



BUS 201 Launching Startup Businesses Semester 2, 2015

Course Details

Course Title	Launching Startup Businesses
Course Code	BUS 201
Credit Hours	3 (Pass/Fail)
Semester & Year	Fall 2015
Pre-requisites	BUS 101
Co-requisites	None
Department	Solbridge International School of Business
Course Coordinator	Brock Stout

This course is created as a time for students to build businesses. To learn how to build a business, register for BUS 101. This class will focus on prototyping your existing model.


This course is not a case-study discussion. You will work hard to build something for your future.

Instructor Details

Instructor	Prof. Brock Stout
Office	1002
Consultation Hours	Monday—Friday 10:00—12:00 or by appointment (flexible)
Email	brockstout@solbridge.ac.kr
Telephone	630-8565

The Solbridge Mission and Course Outcomes

The purpose of this course is to build a business, not to talk about building a business. A viable business by semester end is your goal. We will work to help you prototype your business model. The focus of the course is on developing creative ability and creative self-efficacy.

Mission Based Goals	Approximate % of Course Content	Approximate % of Assessment
		
Global Perspective	10%	10%
Asian Expertise	10%	5%
Creative Management Mind	50%	60%
Cross Cultural Communications	20%	10%
Social Responsibility	10%	15%
Total	100%	100%

Attendance

Grading on attendance is a university requirement. Come to class and stay around.

Course Schedule and Assessment Method

Week	Topics	Assignment	Percentage of semester grade
Week 1 – 3	Course expectations Complete full model canvas	Completed canvas	20
Week 4 – 7	Design prototype	Prototype experience journal	20
Week 8 – 10	Execute	Execution experience journal	10
Week 9 – 11	Pivot	Pivoting experience journal	10
Week 12 – 13	Execute	Execution experience journal	5
Week 14 – 15	Present	Presentation	5
Total			70
Attendance			20
Class Participation			10
Points needed for passing course			70

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

Grading Projects

This will be discussed in class.

Privacy Statement

If assignments or responses are used as data 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. 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.

See: https://docs.google.com/drawings/d/1vhuI4_8ZWnwFFIfSZOQobEx9mTor3BA6_fyu7_UJ7FQ/edit for an editable copy of the model canvas. A copy is on the third page.

The Business Model Canvas

Designed for:
BUS 201

Designed by:

On: dd/mm/yyyy
Iteration #

