

**Planning Startup Businesses**

<b>Course Title</b>	Planning Startup Businesses		
<b>Course Code</b>	BUS101	<b>Course Type</b>	Free Elective
<b>Credit</b>	3	<b>Contact Hours</b>	45
<b>Prerequisites</b>	None	<b>Co-Requisites</b>	None
<b>Duration</b>	15 weeks	<b>Class Type</b>	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	10	The purpose of the course is to help students build entrepreneurial businesses
2. Asian Expertise	10	
3. Creative Management Mind	50	
4. Cross Cultural Communication	20	
5. Social Responsibility	10	

**Course Description**

This course is designed to provide information and guidance to help students develop small business ideas that can be launched in the following semester. This course will also help deal with key issues that are going to be fundamental to the performance and success of students' businesses.

**Learning and Teaching Structure**

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.

Assessment	%	Text and Materials
Examination	25	Title(s): BizPlanBuilder Express
Individual Final Project	50	Edition(s): 3rd Edition
Assignments	5	Authors: Burke Franklin, Jill Kapron
Attendance	20	Publisher(s): Thomson South, Western (ISBN(s): ISBN-10: 0-342-42118-4)

**Course content by Week**

1	Course expectations, Pre-test, Personal goals, Identifying Means
2	Taxonomy and definitions, Opportunity Recognition, Entrepreneurial Traits
3	Visioning, Identifying Means
4	Asset Mapping, Evaluation
5-6	Environment, Affordable Loss
7	Prototyping, Path Alternatives, Regional and Global Opportunities
8	Prototype and Situation Analysis, Presentations
9	Midterm examination, Stakeholder Recruitment
10	Pivoting, Business Plans and Narratives, Marketing, Distribution and Operations
11-12	Modeling
13-14	Presentations
15	Final Examination