

MULTI-COUNTRY PROGRAM: BARCELONA, BERLIN & LONDON

Course Offered:

- Start-Ups and the Emerging Economy: Creating Your Own Business – IB 320



Expand your entrepreneurial horizons as you explore three of Europe's most prominent start-up cities. This multi-country program will allow students to immerse in the fascinating history and culture of three of the most beautiful and inspiring cities in Europe. Travel from the modern and extravagant architecture of Barcelona to the diverse and colourful art scene and historical monuments in Berlin, and finish with the bustling urban city of London.

Concept: The course will combine classes with field-trips and excursions

Program Type: Multi-country Study Abroad

Location: Barcelona, Berlin and London

Dates: Arrival in Barcelona on July 1, 2019 - Departure from London on July 21, 2019

Degree Level: Undergraduate

Credits: 3 US credits. Transcripts from the school of record, Jacksonville University in Florida

Language: English

Mode of delivery: Approximately 30 hours of class contact time and 15 hours of practical field time (45 hours total)

Course Description:

The focus is the study of the entrepreneur and the entrepreneurial start-up process. Areas of concentration include the search for new venture opportunities, evaluation of the viability and attractiveness of the new venture; determining the resources required and the sources of those

resources; preparation of financial statements addressing cash flow, valuation and investment justifications; and the development of a business plan appropriate for presentation to funding sources.

The course is also designed to be an experiential learning experience: During the course, students will work in teams to design and test a business venture of their choosing, by applying the concepts learnt in class and tackling the challenges they encounter. This course may appeal to business and non-business majors alike, as well as to individuals who would want to launch their own business in the future, pursue employment in the startup world, or work in venture capital or entrepreneurial support.

Course Objectives:

- How to anticipate and take advantage of surprising inconsistencies in the customer decision process.
- How to evaluate the attractiveness of different markets.
- How to manage the tradeoff between risk and information in the product development process.
- A structure for thinking about the design and management of distribution channels.
- Why pricing decisions are complex and how they get made.
- How to manage an advertising campaign.

Cognitive / Knowledge skills

- Categorize the variables that influence idea generation
- Conceptualize the issues involved with the entrepreneurial start-up process
- Understand the planning demands for a new business venture

Analytical / Critical Thinking Skills (Oral & Written)

- Develop the strategies and tactics that can lead to successful new business ventures
- Develop the skills necessary for effective planning (from cash flow statements to business plan design)

Affective & Behavioral / Attitudinal Skills

- Identify the students' own entrepreneurial interests, and reflect on the attitudes and behaviors needed to succeed as an entrepreneur in today's new economy
- Respond to the start-up process both critically and emotionally
- Engage with fellow students to build a common business project

Methodology:

The course will combine lectures and case study-based class discussions, with field visits within the city, research assignments and team-based experiential learning.

Evaluation:

Attendance to classes and field trips is mandatory; poor attendance will affect the final grade of the student as well as the everyday participation grade. The final grade consists of:

- Individual Assignments (15%)
- Class participation (20%)
- Midterm written exam (20%)
- Final Exam (20%)
- Business Project: (20% write-up, 10% pitch) (20%)

Class participation:

Active class participation includes coming to class prepared, having read the material for that day, answering questions from the professor, asking questions and engaging in group activities. Students are encouraged to express their opinions in class with the professor and the other students.

Exams:

Both the midterm and the final exams may contain a mix of short answer and essay questions aimed to test the student's' full comprehension of facts and the ability to argue his/her opinions based on class material.

The guidelines for exams are as follows-

- Any student found cheating will automatically fail this examination. Additional sanctions may be imposed.
- Talking or communicating with other students during the examination is forbidden.
- Desks must be cleared of all books, notes and papers. All unauthorized materials must be put away and remain out of sight throughout the examination.
- All telephones and electronic devices must be turned completely off during the exam.
- Students arriving later than 15 minutes will not be allowed into the classroom to take the examination, subject to the decision of the instructor.
- At the end of the examination students will remain seated until their papers are collected. No one may leave the room until excused.
- Should assistance be required, students will attract the attention of the instructor.
- Failure to follow these rules will automatically lead to failure of this examination.

Academic Integrity:

SIS programs foster critical thinking and intellectual development of its students. In doing so, SIS requires that students introduce their original thoughts, opinions, and ideas in all of their assignments with the support of cited sources. Any violations of academic integrity- such as cheating, plagiarism, self-plagiarism, academic misconduct, fabrication, misuse or misrepresentation of research, and noncompliance- may result in an automatic “F” or immediate dismissal from the program if the student falls below the minimum number of credits required for the term; 12 credits during the semester, or 3 hours during the summer.

Cheating: Any action that violates the rules and guidelines given by the instructor for submitting assignments or exams.

Plagiarism: Any action that presents the ideas, opinions, research, etc. of another as your own.

- Directly copying another’s work without citing sources
- Submitting another person’s work into your own without properly citing the source(s) used
- Paraphrasing another person’s work without providing appropriate citations

Self-plagiarism: Submitting a piece of one’s own work to receive credit for multiple assignments in one or more class.

Academic Misconduct: Any act that impedes or threatens the open exchange, expression, or flow of information or fair evaluation of students. This includes intimidation and complicity in any acts or attempts to interfere with the ethical and fair submission and evaluation of student work.

Fabrication: Providing inaccurate or false information, including research findings, quotes, and cited sources, etc.

Non-compliance: Failure to comply with the values, objectives, and procedures contained in this policy.

Attendance Policy:

Semester: Students are allowed THREE absences throughout the semester without penalty. Starting with the fourth absence, the student’s FINAL GRADE will be lowered by a fraction of a letter (1/3 of a letter grade). For example, if a student has 4 absences and a final grade of B+, the grade will be lowered to a B, if 5 absences the grade is lowered to B-.

Summer: Students are allowed TWO absences throughout the summer without penalty. Starting with the third absence, the student’s FINAL GRADE will be lowered by a fraction of a letter (1/3 of a letter grade). For example, if a student has 4 absences and a final grade of B+, the grade will be lowered to a B, if 5 absences the grade is lowered to B-.

There are NO excused absences. If a student misses class because s/he is sick, that counts as one of the allowed absences. No excused absences and no excuses. Quizzes, exams and participation points that are missed because of an absence cannot be made up for.

Students that arrive late 5 minutes or more will receive a 0 for participation for the day.

Course Content:

| Session (date) | Class | Field Activity | Student Assignment |
|----------------|---|--|---|
| MON July 1 | Health & Safety Orientation (1.5h) | Orientation walk in the city (1.5h) | |
| TUES July 2 | The New Economy: Business in the 21 st Century Entrepreneur & Entrepreneurship (3h) | Market tour and traditional Spanish and Catalan cooking class (4h) | |
| WED July 3 | Opportunity Recognition The Entrepreneurial and Intrapreneurial Mind (3h) | | Personal Interests Survey Case Study: Turner Test Prep Co. |
| THURS July 4 | The Individual Entrepreneur Creativity and the Business Idea (3h) Legal Issues for the Entrepreneur The Business Plan (2h) | | Case Study: Jim Boothe, Inventor Case Study: Monroe Lock and Security Systems Case Study: Beijing Sammies |
| FRI July 5 | The Marketing Plan (3h) | | Case Study: Intelligent Leisure Solutions |
| SAT July 6 | Free weekend to explore - Tickets to Sagrada Familia | | |
| SUN July 7 | | | |
| MON July 8 | The Organisational Plan The Financial Plan (3h) Sources of Capital (2h) | | Case Study: Gourmet to Go Case Study: Gril-Kleen Corp Case Study: Masi Technology |

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| TUES July 9 | Informal Risk Capital and Venture Capital Entrepreneurial Strategy: Generating and Exploiting New Entries (3h) | | Case Study: Nature Bros Ltd. Case Study: Amy's Bread |
| WED July 10 | Travel to Berlin | Incubator (2h) | Initial Business Group Outline Hand-In |
| THURS July 11 | | Accelerator | Case Study: Tire Vallet |
| FRI July 12 | | Entrepreneurship Institutions | Personal Interviews |
| SAT July 13 | | Guided tour of Berlin | |
| SUN July 14 | Free day to explore & work on projects | | |
| MON July 15 | | Startup Company (2h) Guided tour: Berlin from communism to capitalist city (3h) | |
| TUES July 16 | Work on projects (3h) | Startup Company (2h) | |
| WED July 17 | Travel to London | Guided tour of the city of London (3h) | |
| THURS July 18 | Work on projects (3h) | | Hand-in Business Project Write-up |
| FRI July 19 | Business Project Presentations (3h) | | Business Pitch |
| SAT July 20 | Business Project Presentations (3h) | | Business Pitch |
| SUN July 21 | <i>End of Program</i> | | |

Textbook:

HISRICH, Robert (2017): Entrepreneurship, (10th Edition). Mc-Graw Hill.