

## **TITLE: START-UPS AND THE EMERGING ECONOMY: CREATING YOUR OWN BUSINESS - IB 320**

LANGUAGE: English

TOTAL HOURS: 45 hours

CREDITS: 3 credits

### **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 OBJECTIVE**

- 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.

## FIELD STUDIES

Each course will include a minimum of 2 field studies. These field studies will be directly related to the course work, and may include visits to monuments, companies, government buildings, or museums. An example of a potential field studies is a visit to Tiendeo. Tiendeo was a originally a start-up. but now is an establish enterprise specialized in online shopping (similar to amazon).

## 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.

As SIS is accredited by Jacksonville University, students are held accountable to JU's [Academic Integrity and Code of Conduct](#) . You are expected to read and understand the JU terms and regulations of Academic Misconduct.

(<https://drive.google.com/file/d/1PyZmN0EAH1o4bKVZdZXVYKw-wdiwXewx/view>)

## 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)	Content	Class activity	Student assignments
1	The New Economy: Business in the 21st Century	Introduction Lecture & Class Discussion	
2	Entrepreneur & Entrepreneurship	Lecture & Class Discussion	Accessing Google Drive
3	Opportunity Recognition	Lecture & Class Discussion	Personal Interests Survey
4	The Entrepreneurial and Intrapreneurial Mind	Lecture & Class Discussion	Case Study: Turner Test Prep Co.
5	The Individual Entrepreneur	Lecture & Class Discussion Documentary Film	<b>Case Study: Jim Boothe, Inventor</b>
6	Creativity and the Business Idea	Lecture & Class Discussion	Case Study: Monroe Lock and Security Systems
7	Legal Issues for the Entrepreneur	Lecture & Class Discussion	Case Study: Beijing Sammies
8	<b>Field Trip</b>	<b>Field Trip</b>	<b>Field Trip</b>
9	The Business Plan: Creating and Starting the Venture	Lecture & Class Discussion	Case Study: Intelligent Leisure Solutions
10	The Marketing Plan I	Lecture & Class Discussion	Case Study: The Beach Carrier
11	The Marketing Plan II	Documentary Film Midterm Review	Initial Business Group Outline Hand-In
12	<b>Midterm Exam</b>	<b>Midterm Exam</b>	<b>Midterm Exam</b>

13	The Organizational Plan	Lecture & Class Discussion	Case Study: Gourmet to Go
14	The Financial Plan	Lecture & Class Discussion	Case Study: Gril-Kleen Corp
15	Sources of Capital	Lecture & Class Discussion	Case Study: Masi Technology
16	Informal Risk Capital and Venture Capital	Lecture & Class Discussion	Case Study: Nature Bros Ltd.
17	<b>Field Trip</b>	<b>Field Trip</b>	<b>Field Trip</b>
18	Entrepreneurial Strategy: Generating and Exploiting New Entries	Lecture & Class Discussion	Case Study: Amy's Bread
19	Strategies for Growth and Managing its Implications	Lecture & Class Discussion	Case Study: Tire Vallet
20	Growth from External Sources, Going Public	Lecture & Class Discussion	Personal Interviews
21	The IPOs: Going Public and the Stock Market	Lecture & Class Discussion  Documentary Film	<i>Hand-in Business Project Write-up</i>
22	<b>Business Project Presentations</b>	Group presentations and 'investor' feedback	Business Pitch
23	<b>Business Project Presentations</b>	Group presentations and 'investor' feedback	Business Pitch
24	<b>Business Project Presentations</b>	Group presentations and 'investor' feedback	Business Pitch
25	Review	Final Exam Review	
26	FINAL EXAM	FINAL EXAM	FINAL EXAM

*\*Number of sessions vary depending on term.*

## BIBLIOGRAPHY

### Text book:

- HISRICH, Robert (2017): Entrepreneurship, (10<sup>th</sup> Edition). Mc-Graw Hill. ISBN 9780078112843.

### Mandatory Readings:

Participants are also required to read the selected case studies to be discussed in class:



Case Study: Turner Test Prep Co.
<b>Case Study: Jim Boothe, Inventor</b>
Case Study: Monroe Lock and Security Systems
Case Study: Beijing Sammies
Case Study: Intelligent Leisure Solutions
Case Study: The Beach Carrier
Case Study: Gourmet to Go
Case Study: Gril-Kleen Corp
Case Study: Masi Technology
Case Study: Nature Bros Ltd.
Case Study: Amy's Bread
Case Study: Tire Vallet