
Course Syllabus

ENTREPRENEURSHIP

BUS-360

(6 CREDITS)

American University of Central Asia
School of Economics and Business Administration (SEBA)

OVERVIEW

Want to have authentic start up experience? This course is definitely for you. Students will run actual business during the course and learn real life skills and start-up techniques from true experiences.

Practical hands-on business course is designed for students interested in capturing and developing the fundamentals of entrepreneurship and its impact. Students will develop real business projects. There will be offered access to a modest financing for the development of their business ventures. The course will be taught by active start-up entrepreneur scholars, one of them being founder of various international technology businesses (including picVpic.com). They will provide leadership development advice, consults on organizational structure, and offer rookie-management training.

One of the key objectives of the course is to provide students with skills and tools that they will be able to use instantly in real life either while being employed or as future entrepreneurs.

The course covers all major aspects of creating, running and growing a venture in the modern world. Course lecture material would be supported by real life cases and experiences of famous successful entrepreneurs while the instructors will share their own experiences of launching and running businesses in the United Kingdom, United States of America and Republic of Kyrgyzstan.

Another additional aspect of the course is that students would be taught how to use a set of online tools such as Basecamp, Animoto, Canva, Google Analytics, Google Keywords Planner, etc. These are important applicable instruments for project management, marketing, and analytics.

Supplementary to regular coursework, practical projects will take place. Students will be asked to work in teams and run small start up ventures while earning a modest amount of money.

Hence the course is designed as an experiential learning journey, it includes: readings, video tutorials, lectures, case discussions, practical assignments and real world start-up projects. Readings and lectures will provide with a framework to analyse and highlight key points of entrepreneurship issues. Practical assignments and real world interactions will provide a set of practical skills and experiences.

PREREQUISITES

Technological requirements for the course:

- This course is designed to work within the offline and online application frames, therefore basic knowledge of MS Office Suite and Web Surfing is required.
- For your own convenience, you will need to have a personal computer with access to internet.

COURSE GOALS

The goal of the course is to offer students a framework and tools for developing their new business ideas. The key questions will be raised and answered by following successful cases and techniques while understanding how to really foster entrepreneurship.

The course is built around a number of core objectives. By the end of the semester, you should be able to:

- Recognize the entrepreneurial potential within yourself in your environment;
- Appreciate the situations, resources and business structures used by entrepreneurs;
- Understand the process nature of entrepreneurship, and ways to manage the process;
- Develop an appreciation for opportunity, how to recognize it, and how to evaluate it;
- Develop some practical skills needed to start and promote your business;

COURSE REQUIREMENTS

- **Participation**

Students are expected to attend all classes, and active participation in class is required.

- **Readings and Videos**

Readings are assigned for each class; students are expected to complete the readings prior to the class.

- **Video Materials**

From each video, students are required to understand the concepts and what is the essence of their ideas? What did you learn from the videos? This knowledge will be assessed during the two multiple choice-type tests on the designated dates beginning of class session. The video material will also serve as the basis for class discussion.

BUSINESS PROJECT

A business project including the “Pitch” is required. This should represent significant effort and should take the form of every stage implemented business idea. Students will form teams (maximum of five people per team) for the purposes of coming up with an original business idea and translating the idea into a well-conceptualized business project. The progress of idea will be monitored and evaluated at the end of every consecutive lecture. Students will have the chance to implement real business ideas in the local business environment while receiving modest implementation funding during the two stages from the AUCA.

This business model must demonstrate the basic market and economic feasibility of the proposed business. There will be two rounds of investments. Projects that will generate profits will be able to raise their capital in the second stage, while others will receive a second chance of investment for previous or new project idea. All project proposals must be approved in advance. On-going advice and assistance will be available. Please note that the students are not developing a full business plan, and the specific issues to be addressed in the business project differ from those in a full business plan, earliest being far more interactive.

Supplemental Video Review (Optional)

Extra credit opportunities will be available on occasions. Because of the vast body of knowledge in the subject area that there is insufficient time to cover in the course, you are encouraged to explore some of the additional supplemental materials. One of these will be the exploration of extra videos, suggested by the instructor in addition to required videos, that will be considered as extra credit points in the grading structures of the two tests.

ACADEMIC DISHONESTY

As defined, academic dishonesty is a failure to maintain academic integrity; failing to maintain academic integrity includes obtaining or giving help on an examination, doing work for another student, and plagiarism.

Students are expected to maintain high ethical standards in all their courses. All cases of academic dishonesty will result in a failing grade and will be referred to the Chair, Business Administration department for administrative review.

ACADEMIC POLICIES

Academic Policies are not course specific and therefore are created and maintained separately from this syllabus. One may examine AUCA Academic Policies in the AUCA Catalogue.

A grade of Incomplete may be awarded at the discretion of the instructor when a student can demonstrate strong reasons why they were not able to complete the course on time. “Strong reasons” can include, for example, documented medical issues or family emergencies. The student will then be given another semester to complete the requirements of the course. If the student is not able to complete the course by that time, he or she will receive an “F.”

COURSE SCHEDULE AND ASSIGNMENTS

| Date | Week | Topic | Practical Work | Assignments |
|--------|------|---|---|--|
| Jan-19 | 1 | Introduction | This week Instructor lectures distantly from London | VIDEO 1: Oskar Hartmann– How to build large business from scratch– https://youtu.be/N6jN2nzBeZE READING: 10 Myths About Entrepreneurs |
| Jan-26 | 2 | Idea Generation | This week Instructor lectures distantly from London | VIDEO 1: Start-up Academy: Idea Generation Process https://www.youtube.com/watch?v=TkamjZDcOz8 VIDEO 2: WHERE GOOD IDEAS COME FROM by Steven Johnson https://youtu.be/NugRZGDbPFU?list=PLANUagAPohxLVUo2NT h0EMXd0EAH2Gsz READING 1: Idea generation; getting the perfect start up idea |
| Feb-02 | 3 | People present their ideas - Form Teams | Forming Teams- First Investment Round | VIDEO 1:Oleg Tinkov – Story of success https://www.youtube.com/watch?v=Yyl_sLVoo_I PRACTICAL ASSIGNMENT: Create FACEBOOK PAGE for your business idea and send link to Aureliu |
| Feb-09 | 4 | Entrepreneurship development Fund Start-up Training | | PRACTICAL ASSIGNMENT: Start using Basecamp inside your team. Each student should have active participation. Add Aureliu to your basecamp project. |
| Feb-16 | 5 | Business Model | Financial model Exercise, team project session | VIDEO 1: Osterwalder explaining the Business Model Canvas https://www.youtube.com/watch?v=RzkdJiax6Tw |
| Feb-23 | 6 | Building - Idea to reality | Team project session | READING 1 : Why the Lean Start-Up Changes Everything DEADLINE: SUBMIT FINANCIAL MODEL |
| Mar-02 | 7 | TEAM & Management | Team project session | VIDEO 1: Team and Execution (Sam Altman)- https://youtu.be/CVfnkM44Urs VIDEO 2: How to Manage (Ben Horowitz) https://youtu.be/uVhTvQXfibU |
| Mar-09 | 8 | Building Deck - Elevator pitch | TEST 1 | David S. Rose: 10 things to know before you pitch a VC for https://www.youtube.com/watch?v=lzDBrMisLm0 |
| Mar-16 | 9 | Pitch Competition | 2nd Investment Round (if there is) | |
| Mar-23 | 10 | Raising Capital & Legal Support | Team project session | VIDEO 1: How to Raise Money (Marc Andreessen, Ron Conway, Parker Conrad) https://youtu.be/uFX95HahaUs VIDEO 2: Legal and Accounting Basics for Startups (Kirsty Nathoo, Carolynn Lev) https://youtu.be/EHzvmvMJEK4 PRACTICAL ASSIGNMENT: Use Canva to create Info graphic and post infographic to your FB page. |
| Mar-30 | 11 | Social Media Marketing | Facebook Ads, Google AdSense | PRACTICAL ASSIGNMENT: Use Animoto to create Promo Video and post it to your FB page. |
| Apr-06 | 12 | Guerrilla marketing | Team project session | READING 1: Guerrilla marketing in 30 days READING 2: WHAT IS GUERRILLA MARKETING? |
| Apr-13 | 13 | Organic Growth | Google analytics/ Keyword planner | READING 1: Google 200 ranking factors |
| Apr-20 | 14 | Business Strategy | Team project session | VIDEO 1: Harvard Business Review The Five Competitive Forces That Shape Strategy https://youtu.be/mYF2_FBCvXw |
| Apr-27 | 15 | Final PRESENTATIONS | TEST 2 | |

NOTE: Please note that we may at times move at a slower or faster pace depending upon class circumstances, student questions, and comprehension (in which case the below schedule is subject to change).

STUDENT ASSESSMENT AND EVALUATION

Calculation of Course Grade Student evaluation will use all of the following: tests, short out-of-class assignments, pitch presentations, class participation, completion of a business project, and other evaluative exercises designed to ensure the course objectives are met.

The Course Grade will be weighted as follows:

| BUSINESS PROJECT | 30% |
|---|-------------|
| Assignments | 20% |
| Create FACEBOOK PAGE for your business idea and send link to Aureliu | 5% |
| Start using Basecamp inside your team. Each student should have active participation. Add Aureliu to your basecamp project. | 5% |
| Use Canva to create Info graphic and post info graphic to your FB page. | 5% |
| Use Animoto to create Promo Video and post it to your FB page. | 5% |
| TEST 1 | 20% |
| TEST 2 | 20% |
| Class participation | 10% |
| Financial Model | 10% |
| Deck& Pitch | 10% |
| Total | 120% |

Grading and Class Participation:

- All assignments need to be turned in on-time.
 - Details on the assignments will be distributed separately.
 - The class will divide into teams to complete major portions of this class.
 - Each student will:
 - 1) Turn in the 5 assigned online exercises (20% of grade 5%x4+10%).
 - 2) Be responsible for active and engaged participation in class discussions. The extent to which each student is are prepared to engage the guests and drive discussion for the class's benefit will reflect favourably on his/her review.
- Class participation in general will be evaluated on frequency and quality (10% of grade).**

Business Project

Each student team will:

- 1) Identify an entrepreneurial idea and develop a preliminary concept for taking it to scale (5 % of grade).
- 2) Do weekly updates and discussion of progress on their final business project (10 % of grade).
- 3)Final in-class written reports and in-class presentations of business plans and investor 'pitch' presentations: Working in teams of four to five people each team will develop the concept, basic business plan for scaling an existing enterprise and do an investment 'pitch' for their company (15 % of grade). Teams will be graded on the oral presentation in which each member must play an active and relatively equal role. Presentations will take place on classes on the 14th week (total 30% of grade).

Participation in class discussion is greatly encouraged, and will be taken into account in borderline cases to raise the final grade. Excessive absence from class will be taken into account in borderline cases to lower the final grade.

OVERALL COURSE GRADING

The grading scale, which is standard in the Business Administration department, is as follows:

| | |
|-------------------|-------------------|
| A 100 - 93 | C 76 - 73 |
| A- 92 - 90 | C- 72 - 70 |
| B+ 89 - 87 | D+ 69 - 67 |
| B 86 - 83 | D 66 - 63 |
| B- 82 - 80 | D- 62 - 60 |
| C+ 79 - 77 | F 59 - 0 |

The grade of C implies a student's performance is satisfactory. This represents a student that has understood the subject material, shows reasonable competence, and conforms to the minimum requirements.

The grade of B represents good scholarship. This identifies a student that has performed at a higher than satisfactory level, exhibits proficient use of course related terminology, and deals with challenging topics.

The grade of A represents outstanding scholarship. This is reserved for those students that have shown distinction in their performance, advance the general understanding of the material, and apply both terminology and principles in completing course related assignments.

In order to receive full credit, assigned work must be submitted before the scheduled submission deadline. Therefore, students keeping up with the course work and submitting assignments on time is essential. Late assignments will not be accepted for grading. If commitments make submitting assignments on schedule impossible, students must consult with the professor in advance to make other arrangements.

EXTRA VIDEOS - OPTIONAL

How to Start a Start-up – Y COMBINATOR /Stanford VIDEO Course
(One of the best courses on Building start up taught by the gurus)

<https://www.youtube.com/channel/UCxIJaCMEptJjxmmQgGFsnCg>

Build. Measure. Learn. Lean Startup SXSW 2012.

(Become a Lean Start-up Guru. Learn Lean Methodology from Lean experts like Eric Ries, Steve Blank, and more.)

<https://www.udemy.com/lean-startup-sxsw-2012-videos-and-presentations/learn/v4/overview>

RECOMMENDED BOOKS – Not required

Zero to One – Peter Thiel

Hard Things About Hard Things – Ben Horowitz

The Lean Start-up – Eric Ries

Good To Great - Jim Collins

The Start-up Owner's Manual - Steve Blank