**BA in Management Program   
Spring 2021**

**MGMT 496 – Entrep. Skills Workshop II**

**Instructor:** Berna Beyhan

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**Web:** SuCourse

**Office Hours:** By appointment

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| --- | --- | --- | --- |
| **Type** | **Time** | **Days** | **Where** |
| Class | 12:40-13:30 | T | Online |

**Course Objective:**

This course aims to develop and improve students’ entrepreneurial skills. Students who are interested in entrepreneurship need to improve their skills in management, innovation/technology, design, and law. The idea is to expose students to entrepreneurial environment, meet them the main challenges and problems that an entrepreneur can confront and the ways of overcoming these problems. Students are expected to meet real entrepreneurs, opportunities they have and the problems/challenges they face. In this course students are exposed to the facts of the entrepreneurial context and they are encouraged to develop solutions and alternative perspectives as if they are real entrepreneurs. Therefore, the aim of this workshop is to help students develop various entrepreneurial and professional skills, and experience the real entrepreneurship environment.

**Learning Outcomes:**Upon completion of these workshops, students will:

* develop skills to create new ideas and transform them into products/services
* develop self-competence to understand and solve the real problems of entrepreneurs
* be aware of the major challenges in entrepreneurial process
* learn the developments in science, management fields that might have an impact on society, environment and economics;
* be skilled at providing constructive feedback;
* learn the experiences of successful entrepreneurs.

**Course Material:**

Course materials will be provided by the instructor and be accessible online throughout the course of the semester

**List of Cases:**

Will be provided by the instructor. The list of cases is provided in course schedule below.

**Course Web:**

Lecture notes, questions for case study analyses, information about assignments and your grades will be available on SuCourse site. Lecture slides and recordings of online classes will be uploaded to SuCourse after each class. Quizzes will also be delivered on SuCourse.

Students should frequently check the website at SUCourse. The Announcements component of SUCourse will be actively used for sharing announcements. The following components of SUCourse will also be actively used: Assignments, evaluation and Turnitin.

Sabancı University uses a powerful web-based tool called Turnitin. Turnitin is the worldwide standard in online plagiarism prevention. It allows instructors to compare student papers against a database composed of millions of articles. Every paper you submit will be scanned by Turnitin, and results will be reflected in your grades.

**Instructional Design:**

The course will be taught with an interactive approach using a

variety of tools and methods. We will have

* Case discussions
* Guest speakers
* In-class exercises
* Case analysis assignment

Students will be responsible to read the materials, articles, case studies provided by the instructor. Students are expected to write four reflection papers on the materials provided by the instructor. Questions to be discussed in the reflection papers will be given by the instructor. In this course, a positive learning climate is encouraged and it depends on students’ being open and supportive in small group discussions, being focused on the assignments, applying concepts and practicing communication skills studied in the workshop.

**Grading**:

Students will be evaluated on the basis of the reflection papers, attendance and class participation. The following is the grading structure for this course.

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| --- | --- |
| Attendance | : 20% |
| Case preparation& participation | : 30% |
| In-class exercise | : 24% |
| Case assignments | : 26% |

**Requirements:**

Students are expected not to miss any classroom discussions. Missing a class will result in a loss of credit. The student must have a legitimate excuse for missing a classroom discussion. A legitimate excuse may only be due to medical reasons, which must be verified by a doctor’s note or report (attending a job interview, traveling out of town, etc. are not considered legitimate reasons). Coming late to class (max 5 minutes) and/or leaving early (max 5 minutes) will count as an absence.

Students will take two in-class online exercise from 2 cases and will submit 2 assignments from 2 cases. The date of in-class exercises and the submission dates of assignments are given in the course schedule below.

The instructor reserves the right of conducting recorded interviews with students if she thinks it is necessary before the grading.

**Academic Honesty:**

Learning is enhanced through cooperation and as such you are encouraged to work in groups, ask for and give help freely in all appropriate settings. At the same time, as a matter of personal integrity, you should only represent your own work as yours. Any work that is submitted to be evaluated in this class should be an original piece of writing, presenting your ideas in your own words. Everything you borrow from books, articles, or web sites (including those in the syllabus) should be properly cited. Although you are encouraged to discuss your ideas with others (including your friends in the class), it is important that you do not share your writing (slides, MS Excel files, reports, etc.) with anyone. Using ideas, text and other intellectual property developed by someone else while claiming it is your original work is *plagiarism*. Copying from others or providing answers or information, written or oral, to others is *cheating*. Unauthorized help from another person or having someone else write one’s paper or assignment is *collusion*. Cheating, plagiarism and collusion are serious offenses that could result in an F grade and disciplinary action. Please pay utmost attention to avoid such accusations.

**Classroom policies and conduct**

Sabancı BA in Management Program values participatory learning. Establishing the necessary social order for a participatory learning environment requires that we all:

* Come prepared to make helpful comments and ask questions that facilitate your own understanding and that of your classmates. This requires that you complete the assigned readings for each session before class starts.
* Listen to the person who has the floor.
* Come to class on time.

**Course Schedule:**

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| --- | --- | --- |
| **Week 1** | **Date:** | **Feb. 23, 2021** |
| Topic: | | Overview of the syllabus |
| **Week 2** | **Date:** | **Mar. 2, 2021** |
| Topic:  Requirement: | | Case 1: “Lecture 8 - How to Get Started, Doing Things that Don't Scale”<https://startupclass.samaltman.com/>  No online meeting. Asynchronous class: watch the online video content (Case 1) and take your notes |
| **Week 3** | **Date:** | **Mar. 9, 2021** |
| Topic:  Requirement: | | Case 1: “Lecture 8 - How to Get Started, Doing Things that Don't Scale”  Online meeting discussion of Case 1 |
| **Week 4** | **Date:** | **Mar. 16, 2021** |
| Requirement: | | **In-class online exercise 1** |
| **Week 5** | **Date:** | **Mar. 23, 2021** |
| Topic:  Requirement: | | Case 2: “Ecowash: A business opportunity worth pursuing?” Harvard Business Publishing Case W15430-PDF-ENG  No online meeting. Asynchronous class: Read Case 2 and take your notes |
| **Week 6** | **Date:** | **Mar. 30, 2021** |
| Topic:  Requirement: | | Case 2: “Ecowash: A business opportunity worth pursuing?” Harvard Business Publishing Case W15430-PDF-ENG  Online meeting discussion of Case 2 |
| **Week 7** | **Date:** | **Apr. 6, 2021** |
| Topic:  Requirement: | | Guest lecturer TBA  **Submission of Assignment 1 about Ecowash** |
| **Week 8** | **Date:** | **Apr. 13, 2021** |
| Topic:  Requirement: | | Case 3: “Using Effectuation to Start up a New Venture Through Instagram” Harvard Business Case  Product # W19214-PDF-ENG  No online meeting. Asynchronous class: Read Case 3 and take your notes |
| **Week 9** | **Date:** | **Apr. 20, 2021** |
| Topic:  Requirement: | | Case 3: “Using Effectuation to Start up a New Venture Through Instagram” Harvard Business Case  Product # W19214-PDF-ENG  Online meeting discussion of Case 3 |
| **Week 10** | **Date:** | **Apr. 27, 2021** |
| Requirement: | | **In class online exercise 2** |
| **Week 11** | **Date:** | **May 4, 2021** |
| Topic: | | Guest lecturer TBA |
| **Week 12** | **Date:** | **May 18, 2021** |
| Topic:  Requirement: | | Cenabal (A)  Harvard Business Case Product # 908M20-PDF-ENG  No online meeting. Asynchronous class: Read Case 4 and take your notes |
| **Week 13** | **Date:** | **May 25, 2021** |
| Topic:  Requirement: | | Cenabal (A)  Harvard Business Case Product # 908M20-PDF-ENG  Online meeting discussion of Case 4  **Submission of Assignment 2 about Cenabal** |