**BA in Management Program   
Spring 2021-2022**

**MGMT 496 – Entrepreneurial Skills Workshop II**

**Instructor:** Berna Beyhan

**Office:** SBS 1011

**Phone:** (216) 568 7060

**Fax:** (216) 483-9699

**E-mail:** [berna.beyhan@sabanciuniv.edu](mailto:berna.beyhan@sabanciuniv.edu)

**Web:** SuCourse

**Office Hours:** Online office hours will be arranged biweekly and the dates will be announced.

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| --- | --- | --- | --- |
| **Type** | **Time** | **Days** | **Where** |
| Class | 14:40-15:30 | M | 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 material will be provided by the instructor throughout the course of the semester.

**Course Web:**

The course will utilize SUCourse+ system for sharing various course materials, as well as collecting student assignments. Students are encouraged to visit the SUCourse website for this course on a regular basis.

Following components of SUCourse+ will be actively used in this course

* + Resources
  + Assignments
  + Evaluation
  + Turnitin

All assignments must be uploaded to SUCourse and will be checked by Turnitin software. Sabanci University uses a very 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:**

There will be video contents and Harvard Business School Cases to discuss in this course. Students are required to watch video content and read the case studies before the discussion sessions, take notes and get prepared for the discussions. Students will be responsible to review and study the materials provided by instructor. Questions about each case/content will be provided to students. In addition to case studies, two entrepreneurs will give a lecture on their new ventures, problems and challenges they face in the company start-up process. Students must actively participate to the class discussions. 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 they write on case studies, their attendance and active participation to class discussions and exercises.** The following is the grading structure for this course.

|  |  |
| --- | --- |
| Attendance | : 15 % |
| Active participation to discussions & exercises | : 35 % |
| Four case assignments (each 12.50 points) | : 50% |

**Requirements:**

**Attendance and active class participation:**

Students are expected not to miss any online classroom discussions. Missing an online session will result in a loss of credit**. Moreover, students who miss 30% of online discussions will get NA.** The student must have a legitimate excuse for missing an online 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).

Attendance is not sufficient by itself. Students are expected to watch video content, read cases which are listed in the weekly schedule below, and actively participate to the seminars that will be given by guest lecturers, and come to class as ready to participate discussions.

Students’ active participation is essential. Active participation is more than just attending / logging online sessions. It requires that students have done the required assignment for each week. Active participation means making inputs to discussions, asking questions, making comments, expressing your point of view and answering the questions and responding to your classmates’ arguments. Keep in mind that preparation for the class affects the quality of individual learning as well as the quality of the class. Sitting silent all term long will lead to zero points on your participation grade, even if you attend all classes.

**Reflection papers:**

Students are expected to write four reflection papers along the semester. Each reflection paper is evaluated over 12.50 points. The length of reflection papers should be 350-850 words. The papers should be written in 12-point and 1,5 space. For each reflection paper, the discussion questions will be given by the instructors in the assignment format. Reflection papers must upload to SuCourse on the due date. Late submissions will **NOT** be accepted.

**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 instructor, guest lecturers and classmates.
* Log into online sessions on time.
* Refrain from any activity that disrupts your participation to the learning environment. This means turning off and not using cell phones, not accessing to other applications and websites during online sessions.

**Course Schedule:**

|  |  |  |
| --- | --- | --- |
| **Week 1** | **Date:** | **Feb. 28, 2022** |
| Topic: | | Overview of the syllabus |
| **Week 2** | **Date:** | **Mar. 7, 2022** |
| 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. 14, 2022** |
| 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. 21, 2022** |
| Topic:  Requirement: | | Case 2: “Using Effectuation to Start up a New Venture Through Instagram” Harvard Business Case  Product # W19214-PDF-ENG  **No online meeting.**  Asynchronous class: Read Case 2 and take your notes |
| **Week 5** | **Date:**  Topic:  Requirement: | **Mar. 28, 2022**  Case 2: “Using Effectuation to Start up a New Venture Through Instagram” Harvard Business Case W19214  **Online meeting discussion of Case 2** |
| **Week 6** | **Date:** | **Apr. 4, 2022** |
|  | Topic:  Requirement: | How to effectuate  **Online meeting: exercise for effectuation** |
| **Week 7** | **Date:** | **Apr. 11, 2022** |
| Topic:  Requirement: | | Case 3: “Uncertainty and entrepreneurial action at Readeo.com” Harvard Business Publishing Case W12140  **No online meeting.**  Asynchronous class: Read Case 3 and take your notes |
| **Week 8** | **Date:** | **Apr. 18, 2022** |
| Topic:  Requirement: | | Case 3: “Uncertainty and entrepreneurial action at Readeo.com” Harvard Business Publishing Case W12140  **Online meeting discussion of Case 3** |
| **Week 9** | **Date:** | **Apr. 25, 2022** |
| Topic:  Requirement: | | Crafting a business model based on Case 2  **Online meeting: business model building** |
| **Week 10** | **Date:** | **May 9, 2022** |
|  | Topic: | **No online meeting** |
| **Week 10** | **Date:** | **May 16, 2022** |
| Topic:  Requirement: | | Guest lecturer TBA  **Online meeting** |
| **Week 11** | **Date:** | **May 23, 2022** |
| Topic:  Requirement: | | Case 4: Cenabal (A)  Harvard Business Case Product # 908M20  **No online meeting.**  Asynchronous class: Read Case 4 and take your notes |
| **Week 12** | **Date:** | **May 30, 2022** |
| Topic:  Requirement: | | Case 4: Cenabal (A)  Harvard Business Case Product # 908M20  **Online meeting discussion of Case 4** |
| **Week 13** | **Date:** | **June 6, 2022** |
| Topic:  Requirement: | | Review of the semester (cases and exercise)  **Online meeting** |