**BA in Management Program
Spring 2023**

**MGMT 402 (MGMT 541)– Entrepreneurship**

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**Office Hours:** Tuesday 13:00-15:00

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| --- | --- | --- | --- |
| **Type** | **Time** | **Days** | **Where** |
| Class | 08:40-11:40 | T | FMAN G013-014 |

**PLEASE NOTE THAT**!! We may have to revise the course plan according to the reassessment to be made country-wide, regarding higher education. The content to be delivered is certain but the method of course delivery, the number and dates of exams, and some other details are subject to change.

**Course Objective:**

The course addresses the management challenges associated with starting and successfully running a new venture. This course examines the phenomenon of entrepreneurship and various dimensions of new venture creation and growth. We will be concerned with issues that relate to conceptualizing, developing, and managing successful new ventures. Theoretical models and actual examples emphasize how technological and organizational systems are key components of an "entrepreneurial mindset". We will also discuss innovative thinking and entrepreneurial behavior in organizations. The focus will be on techniques and strategies that encourage innovation and entrepreneurship, and the critical success factors for entrepreneurs including knowledge, skills, and abilities.

The objectives of the course are:

1. To develop an awareness of the range, scope, and complexity of the phenomena, issues, and problems related to entrepreneurship.
2. To develop insights into the conditions under which particular structural arrangements and systems are likely to facilitate entrepreneurship.
3. To understand the role of entrepreneurs in developing a business opportunity.
4. To learn the primary tasks and decisions that are required to turn an idea into a sound business opportunity.
5. To teach how business plans are created to define the business opportunity.
6. To highlight the problems faced in implementing a plan for a new business opportunity, financing and scaling the business.
7. To teach the main components of developing business models and products.
8. To talk about the possibilities such as social entrepreneurship.

**Learning Outcomes:**After finished this course students are expected to be able to

* understand the entrepreneurship process, its main components and the relationship between these components
* recognize and evaluate entrepreneurial opportunities
* understand the venture formation process including team formation, organization, acquiring and managing resources
* build and use business models to design their business
* interpret the required mindset for entrepreneurship and its link to creativity and innovation
* be aware of the main requirements to create a business plan and how to write it.

**Course Material:**

The required readings and case studies are from the Harvard Business Publishing Course Pack created for this course. The link will be shared all students over Sucourse upon the start of the course.

**List of Cases**

|  |  |  |
| --- | --- | --- |
| **Case 1** | **Date:** | **Mar. 7, 2023** |
| Case:Type: Subject:Teamwork:Grading: | Dinr: My first startupPaperNoIndividual  |
| **Case 2** | **Date:** | **Apr. 11, 2023** |
| Case:Type: Subject:Teamwork:Grading: | Magpie: developing and using buyer personas PaperNoIndividual  |
| **Case 3** | **Date:** | **May 9, 2023** |
| Case:Type: Subject:Teamwork:Grading: | Iyzico: Fundraising in Emerging Markets (A)PaperNoIndividual  |

**Course Web:**

Lecture notes and information about assignments will be available on your course’s SUCourse site. Students should check the website at least once a week. The following components of SUCourse will be actively used:

* Assignments,
* Evaluation
* Turnitin.

The instructor will use online assignment grading and therefore the submission of assignments in given deadlines is very important otherwise online submissions will not work. Students are expected to submit their assignments on time.

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:**

The course will be taught in person with an interactive and experiential approach using a variety of tools and methods. We will have:

* Case discussions
* Simulations
* Guest speakers
* Team project
* Group presentations

For details please check the tentative weekly schedule at the end of this document.

**Grading**:

|  |  |
| --- | --- |
| Participation | : 10% |
| Case preparation assignments | : 20% |
| Final exam | : 35%  |
| Group project short assignments | : 25% |
| Group project presentation | : 10% |

**Requirements:**

*Participation (15%):*

Case study discussions and simulations are critical part of learning in this course. Therefore, students are expected to actively contribute to the discussion about cases and simulations. Participation refers to actual contribution to the learning of the topic. Inputs to discussions, asking smart questions, comments, and responses to questions by the instructor and reactions to your classmates' arguments are examples of participation. Reading the required material for the week and thinking on the topic before coming to class is essential for high-quality participation. Students’ performance will be evaluated by using their participation to case discussions and in-class exercises and to active run simulations. Sitting silent all term long will lead to zero points on your participation grade, even if you attend all classes.

*Case preparation assignments (15%):*

There are 3 cases that will be discussed in this course. In the tentative weekly schedule, the timing of case discussions and simulations is given. Two of these cases will be selected by the instructor for the assignments. 1-2 questions for the case preparation will be announced over SuCourse by the instructor before the case discussions and students will submit their assignments answering these questions. Therefore, assignments submitted after the cases are discussed in the classroom will not be accepted. Each assignment will be evaluated over 7.5 points. These assignments will be between 300-600 words and will measure how students are prepared for the case.

*Group project (25%):*

You will work as a group on assignments that will be linked to “team project exercises” given in the weekly schedule at the end of this document. There will be 5 team project exercises for group project. During these exercises and/or upon the completion of these exercises you will be requested to submit short assignments regarding to the exercises.

Team size will be 3-5 students. Students will be allowed to select their team members and form their own teams. But those who are not part of a team will be assigned to teams randomly. The group project is intended to have you apply the concepts we learnt in class to an entrepreneurial idea or opportunity you have identified. Accordingly, each team will be asked to choose an entrepreneurial idea that they will work on through the semester. This can be an existing idea that one or more team members would like to pursue, or a more hypothetical project at the idea generation phase. In either case, I expect your project to be original, realistic and comprehensive enough so that you can work on it for the duration of the course.

In each exercise, you will be asked to apply one or more concepts that are discussed in class and submit what are requested from you before the next exercise. This is a strict deadline. Submissions could be in a report or presentation format. There are no minimum or maximum length requirements. If you use any data, graphs or quotes, you must give references to your sources. Failing to do so will cause you to lose points. Grading will be done first at the group level, but then each group member’s point will be adjusted based on the Peer Evaluations. The instructor may upload any updates or additional guidelines on the team project to SUCourse.

*Team project presentation (10%):*

You will be making a 10-minute presentation of your team project. This should sum up your efforts for the team project along the semester, but should also be as professional as a business pitch. Your presentation should also be uploaded to SUCourse. Each team member is expected to participate and take role in the presentation. You will be graded first at the group level, then at the individual level. In other words, every member of the team will receive a base point, which will then be adjusted based on the Peer Evaluations. Any updates or additional guidelines on the team project will be uploaded to SUCourse.

Peer Evaluation in Teamwork

Students will be asked to provide an evaluation of the members of their team in Team Project. Each student will divide 100 points between the members of her team, including herself. This division should reflect that person’s judgment of the contribution of the members of her team. The scores should not be merely functions of time spent by each member, but they should be measures of the "contribution;" their relative contribution to the idea generation, research, analysis, writing, oral presentation, report writing, etc. If the team was highly functional, and each member did what they committed themselves to, then the student can assign the same mark to each member of the team. If, on the other hand, some members of the team did not fulfill their commitments and did not contribute as much as the others, then points can be distributed unevenly.

The points submitted by all members of the team will be aggregated by the instructor. Every student will be given his/her aggregate peer evaluation, without disclosing the individual peer evaluations to the students. In case there is no consensus among the team, for example, if three students divide the marks evenly and the fourth one divides them unevenly, then the instructor will use his/her judgment to assign peer evaluation marks--possibly after meeting with the members of the team. In cases where there are conflicting marks, it is most likely that the instructor will meet with the team members and provide a mark based on an interview. For example, in a group of four, if Students A and B believe they did most of the work, and Students C and D believe otherwise, the team may be called in for an interview in order to be fair to everyone. Past experience indicates that in most groups points will be distributed evenly. There will be a few groups where peer evaluations will play a role in the marks. The primary goal of this exercise is to avoid giving undeserved credit to individuals who did not help their teams. However, it is possible to have upwards adjustments of marks in case of students who have done more than what the group expected of them.

The peer evaluation will have a direct impact on your Team Project. To give a simple example, if the group mark is 15 out of 25, and if your peer evaluation indicates that your contribution was less than what was expected, then your Team Project mark will be less than 15 out of 25. There are no simple rules for adjustment.

**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.
* Laptop policy: DO NOT use laptops or mobile phones in the class unless permitted by the instructor during some in-class exercises.

**Course Schedule (Tentative):**

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| **Week 1** | **Date:** | **Feb. 28, 2023** |
| Topic: | Overview of the syllabusAn introduction to the concept of entrepreneurship and the entrepreneurial process |
| Requirements: | No requirements |
| **Week 2** | **Date:** | **Mar. 7, 2023** |
| Topic: | Identification of entrepreneurial opportunities, recognizing and shaping opportunities |
| Requirements: | **Reading materials:** “Great Businesses Don't Start With a Plan”“Entrepreneurship Reading: Recognizing and Shaping Opportunities” |
| **Week 3** | **Date:** | **Mar. 14, 2023** |
| Topic: | Entrepreneurial mindset, who is the entrepreneur? |
| Requirements: | **Reading the case:** “Dinr: My first startup”**Reading materials:** “So you want to be an entrepreneur?” **Team project exercise:** Project groups will be formed |
| **Week 4** | **Date:** | **Mar. 21, 2023** |
| Topic: | Creating value for customers and other stakeholders, identification of customer segments and stakeholders, customer interviews and validation. |
| Requirements: | **Team project exercise:** Identification and assessment of entrepreneurial opportunities |
| **Week 5-6** | **Date:** | **Mar. 28 & Apr. 4, 2023** |
| Topic: | Crafting a business model. Experimenting in lean startups |
| Requirements: | **Reading materials:** “Entrepreneurship Reading: Experimenting in the Entrepreneurial Venture”Simulation: Food Truck Challenge**Team project exercise:** Customer/ market validation, value creation for customers and other stakeholders |
| **Week 7** | **Date:** | **Apr. 11, 2023** |
| Topic: | Business plan and business pitchSelling and marketing in new ventures |
| Requirements: | **Reading materials: “**Entrepreneurship Reading: Developing Business Plans and Pitching Opportunities**”****Reading the case:** Magpie: developing and using buyer personas |
| **Week 8** | **Date:** | **Apr. 18, 2023** |
| Topic: | Selling and marketing in new ventures |
| Requirements: | **Reading materials:** “Entrepreneurship Reading: Selling and Marketing in the Entrepreneurial Venture”**Team project exercise:** Crafting a business model for students’ own projects |
| **Week 9-10** | **Date:** | **Apr. 25 & May 2, 2023** |
| Topic: | Go to market strategy and crafting a strategy to scale-up |
| Requirements: | Simulation: Venture Strategy – Bikes**Team project exercise:** Crafting a go-to-market strategy for students’ own projects |
| **Week 11** | **Date:** | **May 9, 2023** |
| Topic: | Teaming, attracting talent and organizing  |
| Requirements: | **Reading materials: “**Entrepreneurship Reading: Attracting Talent and Building Ecosystems**”****Team project exercise:** Identification of required resources, acquiring resources, understanding competition |
| **Week 12** | **Date:** | **May 16, 2023** |
| Topic: | Raising funds from investors, bootstrapping |
| Requirements: | Reading materials: “Entrepreneurship Reading: Financing Entrepreneurial Ventures”“How Venture Capitalists Really Assess A Pitch”Reading the case: Iyzico: Fundraising in Emerging Markets (A) |
| **Week 13** | **Date:** | **May 23, 2023** |
| Topic: | Building an ecosystem and scaling up. Growth and exit strategies |
| Requirements: |  |
| **Week 14** | **Date:** | **May 30, 2023** |
| Topic: | Group presentations |
| Requirements: |  |