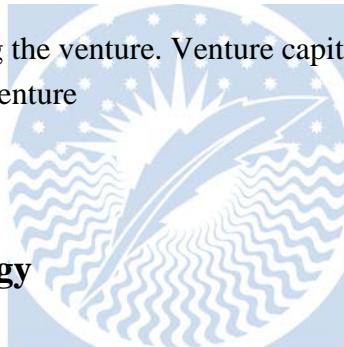


BUS359E Entrepreneurship and New Ventures

Course Description

This course introduces students to the fundamentals of creating and managing entrepreneurial opportunities through both, a practical “hands on” and a theoretical approach. The course deals with entrepreneurship at every stage of the process by covering the following topics: evaluating new opportunities, formulating the business model, launching and growing startups, dealing with founding team/family dynamics, financing the entrepreneurial business, negotiating venture capital funding and exiting the venture. More specifically, the areas covered within the course are:

- Types of entrepreneurship
- Skills and characteristics found in entrepreneurs
- Types of opportunities and how to find them
- Improving the business idea: lean startup
- Business model generation
- Building a high-powered team
- Entrepreneurial finance: funding the venture. Venture capitalists and business angels.
- Management of a high growth venture
- Exiting the successful venture



Course Goals and Methodology

The key objectives of the course are:

- Understand what an opportunity is and what traits do good opportunities share.
- Put together all the jigsaw pieces necessary for the foundation of a venture through deliberate thought on the fundamental aspects of launching and growing the business.
- Learn what the best sources for financing a venture are and how to tap them.
- Observe how successful entrepreneurs manage their ventures in the context of high sales growth.

These objectives will be achieved through both, general theory sessions and theory into practice sessions. During the general theory sessions, students will be provided with practical frameworks to analyze decision making in an entrepreneurial setting.

The theory into practice sessions is an arena in which students will work on solving real-life problems and cases having to do with the concepts covered in the general theory sessions. In these sessions, the group will analyze and discuss cases of successful new ventures, watch videos of successful entrepreneurs and venture capitalists and will be able to expose their ideas during the sessions.

Learning Objectives

General Skills:

- Capacity for analysis & synthesis;
- Problem-solving skills;
- Decision-making skills;
- Capacity for critical thinking;
- Collaborative learning/Teamwork skills;
- Leadership skills;
- Interpersonal skills;
- Ability to put theory into practice;
- Capacity for learning and refreshing knowledge;
- Autonomous learning skills/Self-sufficiency.

Instrumental Skills:

- Analysis and synthesis skills
- Organization and planning skills
- Oral and written communication in a foreign language
- Skills to obtain and analyze information from different sources
- Decision making and problem-solving skills



Personal Skills:

- Team work and interpersonal relations skills
- Personal relations skills
- Ethical compromise within the work place

Systemic skills:

- Autonomous learning skills
- Creativity
- Leadership
- Initiative and entrepreneurship

Required Texts

The materials for the theory classes will be facilitated to the students in the form of PowerPoint slides. The slides will be made available to the students in the subject platform. Class slides and professor explanations will mostly follow three core subject manuals:

- Entrepreneurship
William Bygrave & Andrew Zacharakis (2014)
Wiley, 3rd edition
- Entrepreneurship
Robert Hisrich, Michael Peters, Dean Shepherd (2016) McGraw Hill, 10th edition
- Entrepreneurship: Successfully launching new ventures
Bruce R. Barringer, R. Duane Ireland (2019)
Pearson Education Limited., 6th Edition

However, there are other books and manuals the professor will refer to during the sessions. The students can use them as supplementary material. These books are:

- Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers
Alexander Osterwalder, Yves Pigneur (2010)
Wiley
- The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses
Eric Ries (2013) Crown Publishing

Finally, the students will occasionally be required to acquire readings or cases or from business educational publishers. The materials will be used to facilitate the understanding of the practice of entrepreneurship by the students.

General Course Policies

Students need to keep their cell phones turned off during class. Laptops should be used during the sessions for class related use (taking notes, practice sessions, etc).

Course Requirements and Grading

Assessment will involve one exam at the end of the term in which the students will be evaluated on all the materials covered during the course sessions. Students will also be required to complete assignments which will be carried out in class.

- Mid-term Exam 20%
- Final Exam 20%
- Work in class 40%
- Student engagement 20%

Both, the mid-term and the final exam will consist of a multiple-choice test and/or a short questions exam. The part of the grade based on the work in class will consist of a business plan that will need to be carried out in groups. The part of the grade based on class participation will be assigned to students active in class discussion, contributing with examples of companies they know, situations they have experienced or news they have read in relation with the topic being discussed in class. Exam dates will not be changed under any circumstances.

General Course Policies

Each student is expected to be familiar with the course syllabus. Students are expected to focus their full attention on the class, arrive on time, and stay until class ends. Leaving the classroom on repeated occasions is disturbing to both your professor and your classmates and may adversely affect your participation grade. Please make use of the 10-minute breaks in between classes to fill up your water bottle, use the restroom, etc.

Students are expected to listen and respect other points of view. Phone calls, social media, email, or Internet browsing at any time during class are not acceptable during class except for specific class-related activity expressly approved by your instructor. You are responsible for any and all course material covered in class, announcements, and/or handouts if you are not present for any reason. Students will be held responsible to be up to date by attending to class regularly and checking both email and the Blackboard site of the course frequently (monitor your email and Blackboard announcements at least once every 24 hours).

Communicating with instructor: Please allow at least 48 hours for your instructor to respond to your emails. The weekend is not included in this timeframe. If you have an urgent request or question for your professor, be sure to send it during the week.

Student engagement policy

Student's engagement will account for at least 20% of the final grade for every course, thus highlighting its significance for high-impact learning.

Students will receive two engagement grades: a mid-term grade (at least 10%) and an end-of-semester grade (at least 10%).

An engagement rubric is provided to ensure transparent and consistent grading.

Absences and lack of engagement

Absences during the add/drop period do not count against students' engagement grade, but may impact their performance in the course.

As a consistent lack of academic engagement may raise concerns about a student's overall academic performance, the following steps will be taken in order to support students' success:

Initial outreach – after missing 3 classes*

E-mail from professor reiterating engagement policy and consequences for additional absences.

Second outreach – after missing 4 classes*

E-mail from professor and notification of academic staff at the International office.

Academic probation – after missing 6 classes*

Student is called in for a meeting with academic staff at the International office. Automatic notification of home institution and further academic consequences.

Any additional absences will result in a failing grade.



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Criteria	Exemplary (9-10)	Proficient (7-8)	Passing (5-6)	Poor (0-4)
Attendance	Arrives on time and stays for the entire duration of class. No absences, or if absent once, demonstrates knowledge of course material missed.	Misses no more than two sessions or is occasionally late. Demonstrates knowledge of course material missed.	Misses 3 or 4 sessions or frequently arrives late/leaves early; exhibits little knowledge/interest regarding course material missed.	Misses 5 or more sessions and does not demonstrate knowledge of course material missed.
Preparation	Consistently well-prepared; demonstrates deep understanding of readings and completes assignments.	Usually prepared; completes readings with some understanding and usually completes assignments.	Occasionally prepared. Demonstrates limited understanding of materials and occasionally completes assignments.	Rarely prepared; minimal effort to engage with course materials.
Participation	Actively participates in discussions with thoughtful comments/questions; demonstrates knowledge of the material and critical thinking skills.	Participates often demonstrating knowledge of material and critical thinking skills.	Participates once in a while or contributions lack depth or relevance.	Does not participate or is disruptive during discussions.
Attentiveness & Respect	Fully engaged and attentive during all sessions; respectful to professor and fellow students. Use of laptop/tablet for notetaking only; no cellphone use.	Generally attentive, with very infrequent lapses in focus and use of electronic devices for non-class related purposes. Respectful to professor and fellow students.	Occasionally inattentive or disengaged. Use of electronic devices for non-class related purposes thus showing disrespect towards professor and fellow students.	Rarely attentive, focused or responsive. Repeated use of electronic devices for non-class related purposes thus showing disrespect towards professor and fellow students.
Collaboration & Feedback	Effectively collaborates with peers in group or in-class activities following professor's instructions. Incorporates feedback to improve learning & performance.	Collaborates frequently with peers or in in-class activities. Incorporates feedback and makes moderate efforts to improve learning & performance.	Occasionally works well with peers but does not contribute substantially to in-class or group assignments. Responds to feedback inconsistently with minimal improvement.	Does not collaborate with peers, does not complete in-class or group assignments. Ignores feedback.

Exams missed due to an excused absence must be made up within a week of returning to classes. Talk to your professor immediately after your return.

Academic Honesty

Academic integrity is a guiding principle for all academic activity at Pablo de Olavide University. Cheating on exams and plagiarism (which includes copying from the Internet) are clear violations of academic honesty. A student is guilty of plagiarism when he or she presents another person's intellectual property as his or her own. The penalty for plagiarism and cheating is a failing grade for the assignment/exam and a failing grade for the course. The International Center may also report this to your home university. Avoid plagiarism by citing sources properly, using footnotes and a bibliography, and not cutting and pasting information from various websites when writing assignments.

About using Artificial Intelligence (AI)

The use of AI tools such as grammar checkers, ChatGPT, etc. and automatic translation tools is prohibited unless expressly permitted by the instructor to enhance the students' learning experience. Plagiarism includes, but is not limited to, the unacknowledged use of these tools to create content submitted as one's own. If the use of any of these tools is suspected, the instructor may request notes and other materials used in preparing assignments. Students must retain these materials until final grades are posted. Failure to produce these materials when requested may negatively impact the student's grades.

Learning Accommodations

If you require special accommodations or have any other medical condition you deem may affect your class performance, you must stop by the International Center to speak to Marta Carrillo to either turn in your documentation or to confirm that our office has received it. Marta will explain the options available to you.

Behavior Policy

Students are expected to show integrity and act in a professional and respectful manner at all times. A student's attitude in class may influence his/her participation grade. The professor has a right to ask a student to leave the classroom if the student is unruly or appears intoxicated. If a student is asked to leave the classroom, that day will count as an absence regardless of how long the student has been in class.

Course contents

UNIT 1: Entrepreneurship

UNIT 2: Opportunity Development

UNIT 3: Business Model

UNIT 4: Business Plan

UNIT 5: Industry and Competitor's Analysis

UNIT 6: Marketing

UNIT 7: Financing a Venture

UNIT 8: Growth