

## **BUS359E Enterprising Initiative and Family Business**

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**Información de la asignatura:**

Primavera de 2016

### **Course Description**

Enterprising Initiative and Family Business is a subject dealing with the identification and exploitation of entrepreneurial opportunities. The subject aims at introducing students to the fundamentals for creating a business to succeed in dynamic markets and competitive environments. The subject will mainly be dealing with the process of launching new firms although it will touch upon other areas close to entrepreneurship, such as family businesses. The areas covered within the course are:

- different perspectives on entrepreneurship in new and existing organizations
- skills and characteristics related to entrepreneurs
- entrepreneurial opportunities in different contexts
- Business planning
- Checking the feasibility of business ideas
- Financing the start-up
- Marketing the start-up
- Entrepreneurship in family businesses

Entrepreneurship and Family Businesses is a course taken by students in the academic area of Business Management. In this course students will be exposed to a thorough introduction to the entrepreneurial process, providing them a practical guide to the process of successfully launching and growing an entrepreneurial venture, with a special attention to fostering the entrepreneurial mind set in family businesses.

### **Prerequisites**

There are no prerequisites for taking the course on Entrepreneurship and Family Business. The course covers the entrepreneurial process and the way it typically unfolds, making it especially recommendable for students with an entrepreneurial orientation or willing to infuse that approach in family businesses (hence its elective nature).

## 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 the help of a business plan and analyze how a venture's potential should be communicated through a business plan.
- 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.
- Learn the challenges and dynamics of family businesses as they move through their lifecycles

## 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**

- Bruce R. Barringer and R. Duane Ireland (2012)  
Entrepreneurship: Successfully Launching New Ventures, 4/e  
/Prentice Hall
- Robert Hisrich, Michael Peters, Dean Shepherd (2010)  
Entrepreneurship  
/McGraw Hill

**General Course Policies**

Please keep your cell phones turned off during class.

**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.

Final Exam	60%
Work in class	40%

Exam dates will not be changed under any circumstances.

**Academic Dishonesty**

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. Avoid plagiarism by citing sources properly (using footnotes or endnotes and a bibliography).

### **Students with Disabilities**

If you have a disability that requires special academic accommodation, please speak to your professor within the first three (3) weeks of the semester in order to discuss any adjustments. It is the student's responsibility to provide the International Center with documentation confirming the disability and the accommodations required (if you have provided this to your study abroad organization, they have most likely informed the International Center already but please confirm).

### **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.

### **Class Schedule**

#### **COURSE CONTENT**

##### **PART 1: ENTREPRENEURING: PERSON AND PROCESS**

UNIT 1: What is entrepreneurship? And who is the entrepreneur?

UNIT 2: Entrepreneurial Process

UNIT 3: Person and Process

##### **PART 2: DEVELOPING SUCCESSFUL BUSINESS IDEAS**

UNIT 4: Writing a Business Plan

UNIT 5: Developing an Effective Business Model

UNIT 6: Entrepreneurial Marketing & Finance

UNIT 7: Entrepreneurial Growth

##### **PART 3: ENTREPRENEURSHIP IN FAMILY BUSINESSES**

UNIT 8: Entrepreneurship in Family Businesses



This course in Entrepreneurship provides students with the opportunity to acquire key concepts that serve to help understand the entrepreneurial process and the way it typically unfolds. To this end, the following learning scheme is followed:

- General Theory / Background
- Theory-into-Practice & Developmental Knowledge-Building

The theory into practice & Developmental knowledge building classes are an arena in which students will work on solving real-life problems and cases having to do with the concepts covered in theory/praxis sessions. Professors will also assign group activities and assignments in these sessions. There will be opportunities for students to develop both theory and practical skills through learning that is based on practical experimentation and critical reflection.

WEEKLY COURSE SCHEDULE				
WEEK	General Theory No. of hours	Theory-into-practice No. of hours	Exams No. of hours	Topics
1 <sup>st</sup> Week				
2 <sup>nd</sup> Week	1	1 hour 20 minutes		UNIT 1
3 <sup>rd</sup> Week	1	1 hour 20 minutes		UNIT 2
4 <sup>th</sup> Week	1	1 hour 20 minutes		UNIT 2
5 <sup>th</sup> Week	1	1 hour 20 minutes		UNIT 3
6 <sup>th</sup> Week	1	1 hour 20 minutes		UNIT 4
7 <sup>th</sup> Week	1	1 hour 20 minutes		UNIT 4
8 <sup>th</sup> Week	1	1 hour 20 minutes		UNIT 5
9 <sup>th</sup> Week	1	1 hour 20 minutes		UNIT 5
10 <sup>th</sup> Week	1	1 hour 20 minutes		UNIT 6
11 <sup>th</sup> Week	1	1 hour 20 minutes		UNIT 7
12 <sup>th</sup> Week	1	1 hour 20 minutes		UNIT 7
13 <sup>th</sup> Week	0	1 hour 20 minutes		Unit 8
14 <sup>th</sup> Week	0	1 hour 20 minutes		Unit 8
15 <sup>th</sup> Week Final Assessment				

**CALENDAR:**

Final Exam (between May 16-22):

**Holidays:**

March 20-27: Holy Week

April 10-17: Seville's April Fair