



## *Creating your Start-Up*

### **SECTION I: Course Overview**

**Course Code:** BUS357BCN

**Subject Area(s):** Business

**Prerequisites:** None

**Language of Instruction:** English

**Total Contact Hours:** 45

**Recommended Credits:** 3

### **COURSE DESCRIPTION**

In this course, we will take a deep dive into the world of Start-Ups and you will have the opportunity to plan your very own. We will look at the fundamentals of idea generation, the challenges of starting a business, the development of critical business plans, the ways of obtaining financing, and the different strategies to be implemented in order to develop and market a new product or service.

This course starts with an overview of how successful business ideas are developed and what initial challenges are faced by entrepreneurs. We then shift into planning mode, where we discuss how to develop marketing, organizational, financial, and fundraising plans for a new venture. Throughout these discussions, you are exposed to case studies and different business pitches (such as those on Shark Tank) which we examine for potential pros and cons.

Classes incorporate experiential learning as you work to design and test a business venture of your choice, applying the concepts you have learned and tackling the challenges you encounter. You will also present your own business pitch and, in turn, take on the role of a Venture Capitalist, giving feedback on your colleagues' pitches and deciding which ones to invest in.

This course may appeal to business and non-business majors alike.

### **LEARNING OBJECTIVES**

Upon successful completion of this course, you will be able to:

- Explain the different elements needed for a successful business idea
- Design appropriate strategies and business plans to successfully launch a new venture
- Analyze which sources of capital are most suitable for your project, and how to obtain them

- Successfully present (pitch) your own business idea to a group of people
- Evaluate different business ideas from the point of view of a VC investor

## SECTION II: Instructor & Course Details

### INSTRUCTOR DETAILS

**Name:** TBA  
**Contact Information:** TBA  
**Term:** SEMESTER

### ATTENDANCE POLICY

This class will meet once weekly for 150 minutes each time. All students are expected to arrive on time and prepared for the day's class session.

CEA enforces a mandatory attendance policy. You are therefore expected to attend all regularly scheduled class sessions, including any field trips, site visits, guest lectures, etc. that are assigned by the instructor. The table below shows the number of class sessions you may miss before receiving a grade penalty.

ALLOWED ABSENCES – SPRING & FALL SEMESTERS		
Courses Meeting X day(s) Per Week	Allowed Absence(s)	Automatic Failing Grade at X <sup>th</sup> absence
Courses meeting 1 day(s) per week	1 Absence	4th Absence

For every additional absence beyond the allowed number, your final course grade will drop down to the subsequent letter grade (ex: A+ to A). As a student, you should understand that the grade penalties will apply if you are marked absent due to tardiness or leaving class early. In the table below, you will find the grade penalty associated with each excessive absence up to and including automatic course failure.

ATTENDANCE DOCKING PENALTIES				
Absence	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
Penalty	No Penalty	0.5 Grade Docked	1 Grade Docked	Automatic Failure
HIGHEST POSSIBLE GRADE AFTER ATTENDANCE PENALTIES				
Grade	A+	A	A-	F

CEA does not distinguish between excused and unexcused absences. As such, no documentation is required for missing class. Similarly, excessive absences, and the grade penalty associated with each, will not be excused even if you are able to provide documentation that shows the absence was beyond your control. You should therefore only miss class when truly needed as illness or other unavoidable factors may force you to miss a class session later on in the term.

## GRADING & ASSESSMENT

The instructor will assess your progress towards the above-listed learning objectives by using the forms of assessment below. Each of these assessments is weighted and will count towards your final grade. The following section (Assessment Overview) will provide further details for each.

<b>Class Participation</b>	<b>10%</b>
<b>Reflection Journal</b>	<b>10%</b>
<b>Midterm Exam</b>	<b>25%</b>
<b>Business Plan</b>	<b>25%</b>
<b>Final Pitch</b>	<b>30%</b>

The instructor will calculate your course grades using the CEA Grading Scale shown below. As a CEA student, you should understand that credit transfer decisions—including earned grades for courses taken abroad—are ultimately made by your home institution.

CEA GRADING SCALE			
Letter Grade	Numerical Grade	Percentage Range	Quality Points
A+	9.70 – 10.0	97.0 – 100%	4.00
A	9.40 – 9.69	94.0 – 96.9%	4.00
A-	9.00 – 9.39	90.0 – 93.9%	3.70
B+	8.70 – 8.99	87.0 – 89.9%	3.30
B	8.40 – 8.69	84.0 – 86.9%	3.00
B-	8.00 – 8.39	80.0 – 83.9%	2.70
C+	7.70 – 7.99	77.0 – 79.9%	2.30
C	7.40 – 7.69	74.0 – 76.9%	2.00
C-	7.00 – 7.39	70.0 – 73.9%	1.70
D	6.00 – 6.99	60.0 – 69.9%	1.00
F	0.00 – 5.99	0.00 – 59.9%	0.00
W	Withdrawal	N/A	0.00
INC	Incomplete	N/A	0.00

## ASSESSMENT OVERVIEW

This section provides a brief description of each form of assessment listed above. Your course instructor will provide further details and instructions during class time.

**Class Participation (10%):** Student participation is mandatory for all courses taken at a CEA Study Center. The instructor will use the rubric below when determining your participation grade. All students should understand that attendance and punctuality are expected and will not count positively toward the participation grade.

CLASS PARTICIPATION GRADING RUBRIC	
Student Participation Level	Grade
You make major & original contributions that spark discussion, offering critical comments clearly based on readings, research, & theoretical course topics.	<b>A+</b> (10.0 – 9.70)
You make significant contributions that demonstrate insight as well as knowledge of required readings & independent research.	<b>A/A-</b> (9.69 – 9.00)
You participate voluntarily and make useful contributions that are usually based upon some reflection and familiarity with required readings.	<b>B+/B</b> (8.99 – 8.40)
You make voluntary but infrequent comments that generally reiterate the basic points of the required readings.	<b>B-/C+</b> (8.39 – 7.70)
You make limited comments only when prompted and do not initiate debate or show a clear awareness of the importance of the readings.	<b>C/C-</b> (7.69 – 7.00)
You very rarely make comments and resist engagement with the subject. You are not prepared for class and/or discussion of course readings.	<b>D</b> (6.99 – 6.00)
You make irrelevant and tangential comments disruptive to class discussion. You are consistently unprepared for class and/or discussion of the course readings.	<b>F</b> (5.99 – 0.00)

**Reflection Journal (10%):** Throughout the course you will be exposed to different business pitches and ideas through course materials. On a weekly basis, you will post an entry in the online class forum from your reflection journal summarizing your observations on at least one of these ideas. Entries should be about 400 words and should also contain potential solutions to improve the business.

**Midterm Exam (25%):** The midterm exam is designed to establish and communicate to you the progress you are making towards meeting the course learning objectives listed above. It will consist of multiple-choice and short answer questions that will cover all concepts from the first half of the term.

**Business Plan (25%):** You will write a business plan for a new venture of your choice. You are expected to incorporate knowledge gained from class and assignments and apply it to your idea. Prior to beginning writing your business plan, you will share your business idea with the class and the instructor for some preliminary

feedback so you know you are on the right track. Further instructions and resources for this assignment will be provided during class.

**Final Pitch (30%):** This is your chance to present your idea to the class and the instructor. In the style of the successful pitches examined throughout the course, you will share with the audience the main aspects of your proposed venture and ask for an initial investment. You will then answer the questions and react to the feedback given.

## REQUIRED READINGS

Reading assignments for this course will come from the required text and/or the selected reading(s) listed below. All required readings—whether assigned from the text or assigned as a selected reading—must be completed according to the due date assigned by the course instructor.

- I. **REQUIRED TEXT(S):** You may purchase or acquire the required text prior to departure or upon program arrival. The required text is listed below:

Hisrich, Robert. *Entrepreneurship*, (10<sup>th</sup> Edition). New York, NY: Mc-Graw Hill, 2017. 580pp.

- II. **SELECTED READING(S):** The selected readings for this course are listed below. You will not need to purchase these readings; the instructor will provide these selected readings to you in class (either in paper or electronic format).

Schwartz, Tony & Porath, Christine. Why You Hate Work. *New York Times*, May 30<sup>th</sup>, 2014. Available at <https://www.nytimes.com/2014/06/01/opinion/sunday/why-you-hate-work.html>

Christensen, Clayton & Overdorf, Michael. Meeting the Challenge of Disruptive Change. *Harvard Business Review*, March-April 2020. Available at <https://hbr.org/2000/03/meeting-the-challenge-of-disruptive-change>

Raymundo, Oscar. Richard Branson to Young Entrepreneurs: 'Just Do It'. *INC Magazine*, Oct 7, 2014. Available at <https://www.inc.com/oscar-raymundo/richard-branson-young-entrepreneurs.html>

Arora, Kumar. The Psychological Price of Entrepreneurship. *Forbes Magazine*, May 2, 2019. Available at <https://www.forbes.com/sites/theyec/2019/05/02/the-psychological-price-of-entrepreneurship/>

Zuklie, Mitch. 8 Mistakes First-Time Founders Make When Starting a Business. *Entrepreneur Magazine*, May 16, 2019. Available at <https://www.entrepreneur.com/article/333806>

Rampton, John. 10 Things I Wish I Knew Before I Started My Business. *INC Magazine*, Feb 27, 2017. Available at <https://www.inc.com/john-rampton/10-things-i-wish-i-knew-before-i-started-my-own-business.html>

Kelly, Kevin. 1000 True Fans. *The Technium*, March 2008. Available at <https://kk.org/thetechnium/1000-true-fans/>

## Case Studies:

Jim Booth, Inventor (Hisrich, Entrepreneurship, p 441)  
Beijing Sammies (Hisrich, Entrepreneurship, p 444)  
Intelligent Leisure Solutions (Hisrich, Entrepreneurship, p 458)  
The Beach Carrier (Hisrich, Entrepreneurship, p 473)  
Gourmet to Go (Hisrich, Entrepreneurship, p 476)  
Masi Technology (Hisrich, Entrepreneurship, p 499)  
Amy's Bread (Hisrich, Entrepreneurship, p 536)

## REQUIRED FILMS

The required films included in this course are listed below. While select scenes will be viewed in-class film viewing is expected to be completed outside of class time. You can find access to the films electronically or by borrowing them from the CEA Media Library.

The Founder, 2016.  
The Social Network, 2010.  
Fyre 2019.  
Something Ventured 2011.

## ADDITIONAL RESOURCES

In order to ensure your success abroad, CEA has provided the academic resources listed below. In addition to these resources, each CEA Study Center provides students with a physical library and study areas for group work. The Academic Affairs Office at each CEA Study Center also compiles a bank of detailed information regarding libraries, documentation centers, research institutes, and archival materials located in the host city.

- **UNH Online Library:** As a CEA student, you will be given access to the online library of CEA's School of Record, the University of New Haven (UNH). You can use this online library to access databases and additional resources while performing research abroad. You may access the UNH online library [here](#) or through your MyCEA Account. You must comply with UNH Policies regarding library usage.
- **CEAClassroom – Moodle:** CEA instructors use Moodle, an interactive virtual learning environment. This web-based platform provides you with constant and direct access to the course syllabus, daily schedule of class lectures and assignments, non-textbook required readings, and additional resources. Moodle includes the normal array of forums, up-loadable and downloadable databases, wikis, and related academic support designed for helping you achieve the learning objectives listed in this syllabus.

During the first week of class, CEA academic staff and/or faculty will help you navigate through the many functions and resources Moodle provides. While you may print a hard copy version of the syllabus, you should always check Moodle for the most up-to-date information regarding this course. The instructor will use Moodle to make announcements and updates to the course and/or syllabus. It is your responsibility to ensure that you have access to all Moodle materials and that you monitor Moodle on a daily basis in case there are any changes made to course assignments or scheduling.

To access Moodle: Please log-in to your MyCEA account using your normal username and password. Click on the "While You're Abroad Tab" and make sure you are under the "Academics" sub-menu. There you will see a link above your schedule that says "View Online Courses" select this link to be taken to your Moodle environment.

## COURSE CALENDAR

### *START-UP CREATION*

SESSION	TOPICS	ACTIVITY	READINGS & ASSIGNMENTS
1	<b>Course Introduction:</b> Review Syllabus, Classroom Policies <b>Entrepreneur &amp; Entrepreneurship:</b> Opportunity Recognition	Course Overview Lecture & Discussion	Accessing and familiarizing yourself with the course on Moodle
2	<b>Creativity and the Business Idea</b>	Lecture & Discussion	Case Study: Jim Boothe, Inventor Hisrich, R: <i>Entrepreneurship</i> , Ch. 4 (p 83-111)
3	<b>Legal Issues for the Entrepreneur</b>	Lecture & Discussion Film: Selected clips from The Founder (2016), The Social Network (2010), Fyre (2019)	Case Study: Beijing Sammies Hisrich, R: <i>Entrepreneurship</i> , Ch. 6 (p 154-173)

4	<b>The Business Plan:</b> Creating and Starting the Venture	Lecture & Discussion  Pitch Videos	Case Study: Intelligent Leisure Solutions  Hisrich, R: <i>Entrepreneurship</i> , Ch. 7 (p 180-206)  <b>*Reflection Journal Review</b>
5	<b>The Marketing Plan</b>	Lecture & Discussion  Pitch Videos	Case Study: The Beach Carrier  Hisrich, R: <i>Entrepreneurship</i> , Ch. 8 (p 211-238)
6	<b>The Organizational Plan</b>	Lecture & Discussion  Pitch Videos	Case Study: Gourmet to Go  Hisrich, R: <i>Entrepreneurship</i> , Ch. 9 (p 154-173)
7	<b>The Financial Plan</b>	Lecture & Discussion  Pitch Videos  Feedback Group Session	<b>* Share Start-Up Idea</b>  Hisrich, R: <i>Entrepreneurship</i> , Ch.10 (p 266-284)
8	<b>MIDTERM EXAM</b>		



9	<p><b>Sources of Capital</b></p> <p><b>Informal Risk Capital and Venture Capital (VC)</b></p>	<p>Lecture &amp; Discussion</p> <p>Documentary: “Something Ventured” (2011)</p>	<p>Case Study: Masi Technology</p> <p>Hisrich, R: <i>Entrepreneurship</i>, Ch.11 (p 290-307)</p> <p><b>*Reflection Journal Review</b></p>
10	<p><b>Initial Steps:</b> The Key Challenges</p>	<p>Group Work: Strategy Workshop</p>	<p>Challenges Outline</p> <p>Hisrich, R: <i>Entrepreneurship</i>, Ch. 12 (p 313-349)</p>
11	<p><b>Entrepreneurial Strategy:</b> Generating and Exploiting New Entries</p>	<p>Lecture &amp; Discussion</p> <p>Pitch Videos</p>	<p>Case Study: Amy's Bread</p> <p>Hisrich, R: <i>Entrepreneurship</i>, Ch. 13 (p 355-374)</p>
12	<p><b>Strategies for Growth</b></p>	<p>Lecture &amp; Discussion</p>	<p><b>*Submit Business Plan</b></p>
13	<p><b>Growth from External Sources:</b> Going Public and the IPO</p>	<p>Lecture &amp; Discussion</p> <p>Pitch Videos</p>	<p>Final Pitch Preparation</p> <p>VC Questionnaire</p> <p><b>*Reflection Journal Review</b></p>
14	<p><b>FINAL PITCHES</b></p>		

15	<p data-bbox="1058 233 1251 266"><b>FINAL PITCHES</b></p> <p data-bbox="869 298 1440 331"><b>COURSE CONCLUSIONS &amp; LESSONS LEARNED</b></p>
----	---

## SECTION III: CEA Academic Policies

The policies listed in this section outline general expectations for CEA students. You should carefully review these policies to ensure success in your courses and during your time abroad. Furthermore, as a participant in the CEA program, you are expected to review and understand all CEA Student Policies, including the academic policies outlined on our website. CEA reserves the right to change, update, revise, or amend existing policies and/or procedures at any time. For the most up to date policies, please review the policies on our website.

Class & Instructor Policies can be found [here](#)

General Academic Policies can be found [here](#)