

Course Last Updated 7/17/2024.



Entrepreneurship: The Art of Creative Business

Section I: Course Overview

Course Code: BUS332BCN

Subject Area(s): Business

Prerequisites: Completed one course in: Business, Economics, or Management

Language of Instruction: English

Total Contact Hours: 45

Credits: 3

Course Fees: none

Course Description

More than just small business management, entrepreneurship means identifying market opportunities and capitalizing on those opportunities by marshalling resources and designing a strategy. Students will analyze different mindsets and behaviors of effective entrepreneurs and develop abilities for brainstorming and creating new business ideas. By the conclusion of this course, students will be able to put their entrepreneurial ideas into action by structuring a formal business plan.

Through group exercises and team projects, students will apply theoretical models and case studies to create a concrete business plan at the end of the term. Students will complement in-classroom learning with out-of-class site visits and discussions with local entrepreneurs.

Learning Objectives

Upon successful completion of this course, students are able to:

- Analyze the economic, historical, technological, societal, and global implication of entrepreneurship.
- Apply skills related to screening, including: opportunity, trend, feasibility, and competitive analysis.
- Develop a comprehensive business plan.

- Recognize the differences between management in traditional organizations and entrepreneurship.
- Critically evaluate and apply the issues and tasks involved in setting up a venture, marketing and financing the venture, and evaluating a venture.
- Assess how mindset, personal goals, characteristics, competencies, and experience all influence entrepreneurial ventures.

Section II: Instructor & Course Details

Instructor Details

Name: [See term syllabus]

Contact Information: [See term syllabus]

Term: [See term syllabus]

Course Day and Time: [For term syllabus, enter the day and meeting times of the course]

Office Hours: [By appointment, or specified in term syllabus]

Grading & Assessment

The instructor assesses students' mastery of course learning objectives by using the forms of assessment below. Each of these assessments is weighted toward the final grade. The Assessment Overview section provides further details for each.

Engagement – 10%

Homework Assignments - 20%

Midterm Exam - 20%

Final Project - 20%

Final Exam - 30%

Assessment Overview

This section provides a brief description of each form of assessment listed above. Forms of assessment may be slightly modified in the term syllabus.

Engagement (10%): Students are expected to be engaged in class, to have read the [CEA CAPA Engagement Policy](#), and to understand the [Class Engagement Rubric](#) that outlines how engagement is graded.

Homework Assignments (20%): You will be given two homework assignments to complete throughout the term, each worth 10% of the total course grade. The course instructor will provide further details in class regarding these assignments.

Midterm Exam (20%): The midterm exam is designed to establish and communicate to you the progress you are making towards meeting the course's learning objectives. The exam will include definition-based questions, short-answer questions, and essay-response questions.

Final Project (20%): In team groups, will select a new venture idea and create a 10-15 page business plan. You will then present your business plan as a group at the end of the semester. During your presentation, the class audience will act as venture capitalists, and your objective will be to sell the class on the financial viability of your new business. The plan will be judged on its completeness, consistency, and support of the idea.

Final Examination (30%): The final exam is designed to establish and communicate to you the progress you are making towards meeting the course's learning objectives. The exam will include definition-based questions, short-answer questions, and essay-response questions.

Active Learning

Experiential learning is an essential component of education abroad, and participation in field studies is a required part of coursework. In this course, students explore the city in which they are studying using a variety of methods. This provides the opportunity to gain nuance and perspective on the host context and course content, as well as to collect information and resources for assigned papers, projects, and presentations.

Readings and Resources

The below readings and resources are representative of what will be assigned as required in this course, but may vary slightly in the term syllabus.

All students are given access to the online library of the University of New Haven (UNH), accessible [here](#), and are expected to comply with [UNH Policies](#) regarding library usage.

Wherever possible, required readings are made accessible through the online library or Canvas. Students are responsible for obtaining all required readings.

Each course utilizes Canvas as its LMS. Students are expected to check Canvas regularly for updates and deadlines. Canvas is also the primary platform for contacting your instructor in case of questions or concerns about the course.

Required

Blank, Steve, *The Four Steps to the Epiphany*, K&S Ranch Press, 2013.

Osterwalder, Alexander and Pigneur, Yves, *Business Model Generation*, Wiley, 2010.

Recommended

Allen, Kathleen R., *Launching New Ventures, An Entrepreneurial Approach*, Houghton Mifflin, 1999.

Bailey Matt, *Internet Marketing, an Hour a Day*, Indianapolis: Wiley Publishing, 2011.

Blank, Steve and Dorf, Bob, *The Startup Owner's Manual*, K&S Ranch Press, 2012.

Dixit, Avinash K. and Nalebuff, Barry J, *The Art of Strategy, A Game Theorist`s Guide to Success in Business and Life*, W.W. Norton & Company, 2008.

Kim, W. Chan, and Mauborgne, Renée. *Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant*. Boston: Harvard Business School Press, 2005.

Mintzberg, Henry et al. *Strategy Safari. The Complete Guide to the Wilds Strategic Management*. Pearson, 2001.

Neal, Bill and Strauss, Ron, *Value Creation, The Power of Brand Equity*, Mason: Cengage Learning / South-Western, 2008.

Porter, Michael. *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. New York: Free Press, 1980.

Course Calendar

Session 1	
Topics	Overview of course, review of syllabus. Your expectations and reasons for taking the course. The importance of entrepreneurship through the ages.
Activity	Lecture & Discussion
Readings & Assignments	Readings: <ul style="list-style-type: none"> <i>The Four Steps to the Epiphany</i>, Chapter 1 Assignments: <ul style="list-style-type: none"> 1 page about an Entrepreneur to discuss next session

Session 2	
Topics	The context for entrepreneurship. The societal and economic impact of entrepreneurship
Activity	Lecture & Discussion
Readings & Assignments	Reading: <ul style="list-style-type: none"> <i>The Four Steps to the Epiphany</i>, Chapter 1

Session 3	
Topics	Where do new venture ideas come from? What's the difference between an idea and an opportunity? Screening new venture opportunities.
Activity	Lecture, Videos and Discussion, comments about Entrepreneurs homework assignment
Readings & Assignments	Reading: <ul style="list-style-type: none"> <i>The Four Steps to the Epiphany</i>, Chapter 2 Reading to discuss next session: Business Plan papers

Session 4	
Topics	What are some common criteria used to evaluate venture potential?
Activity	Lecture, Videos and Discussion, comments about Entrepreneurs one page homework
Readings & Assignments	Reading: <ul style="list-style-type: none"> <i>The Four Steps to the Epiphany</i>, Chapter 2

Session 5	
Topics	Feasibility and risks analysis of new business ideas. Business Plan development.
Activity	Lecture, Commercials and Discussion, comments about Business Plan papers
Readings & Assignments	Reading: <ul style="list-style-type: none"> <i>The Four Steps to the Epiphany</i>, Chapter 3 (phase 1) Reading to discuss next session: Segmentation, Targeting and Positioning paper

Session 6	
Topics	Market visit to an entrepreneur
Activity	Interview & Discussion
Readings & Assignments	Reading: <ul style="list-style-type: none"> N/A

Session 7	
Topics	Analyzing the Macro and Micro business environment. How to make an effective competitor analysis.
Activity	Lecture and Discussion, Homework Assignment, comments about Segmentation, Targeting and Positioning papers.
Readings & Assignments	Reading: <ul style="list-style-type: none"> • <i>The Four Steps to the Epiphany</i>, Chapter 3 • Reading to discuss next session: Product Portfolio papers

Session 8	
Topics	New Product and Value Delivery Proposal analysis. Sole Proprietors and Partnerships advantages and disadvantages. Franchising.
Activity	Lecture, Commercials and Discussion, comments about Product Portfolio papers
Readings & Assignments	Reading: <ul style="list-style-type: none"> • <i>The Four Steps to the Epiphany</i>, Chapter 4 • Reading to discuss next session: Facility Planning paper

Session 9	
Topics	Midterm Review
Activity	Interview & Discussion
Readings & Assignments	Readings: <ul style="list-style-type: none"> • All materials

Session 10	
MIDTERM EXAM	

Session 11	
Topics	Building a New Venture, founding team and Organization plan
Activity	Interview & Discussion
Readings & Assignments	Readings: <ul style="list-style-type: none"> • <i>The Four Steps to the Epiphany</i>, Chapter 6,

Session 12	
Topics	Company philosophy and concept, Management. New Venture Infrastructure, Facilities, Operations, Processes, Manufacturing and Quality Assurance.
Activity	Test, Lecture, Videos and Discussion, comments about Facility Planning paper
Readings & Assignments	Reading: <ul style="list-style-type: none"> • <i>The Four Steps to the Epiphany</i>, Chapter 6, Appendix A • Reading to discuss next session: Distribution paper

Session 13	
Topics	Distribution Strategy, Distribution Channels, Business to Business and Business to Consumer Marketing
Activity	Lecture and Discussion, Final Assignment, comments about Distribution paper
Readings & Assignments	Reading: <ul style="list-style-type: none"> • <i>The Four Steps to the Epiphany</i>, Chapter 5

Session 14	
Topics	Market Activation. Explanation of deliverables for new ventures presentation.
Activity	Lecture & Discussion
Readings & Assignments	Assignment: <ul style="list-style-type: none"> • <i>The Four Steps to the Epiphany</i>, Chapter 5

Session 15	
Topics	Market visit to an Entrepreneur
Activity	Interview & Discussion
Readings & Assignments	<ul style="list-style-type: none"> • N/A

Session 16	
Topics	Market visit to an Entrepreneur
Activity	Interview & Discussion
Readings & Assignments	<ul style="list-style-type: none"> • N/A

Session 17	
Topics	Market visit to an Entrepreneur
Activity	Interview & Discussion
Readings & Assignments	<ul style="list-style-type: none"> • N/A

Session 18	
Topics	Homework 1 presentations Developing the Marketing Plan. Identifying target markets, estimating demand and designing your market position.
Activity	Presentations, Lecture and Discussion, Homework Assignment
Readings & Assignments	Readings: <ul style="list-style-type: none"> • <i>Business Model Generation</i>, Strategy • Reading to discuss next session: Future Trends paper

Session 19	
Topics	Customer Relationship Management.
Activity	Lecture and Discussion
Readings & Assignments	Readings: <ul style="list-style-type: none"> • TBA

Session 20	
Topics	Developing the Financial plan. Consistency between strategy and numbers. What are reasonable estimates of demand?
Activity	Lecture and Discussion, comments about Future Trends paper
Readings & Assignments	Reading: <ul style="list-style-type: none"> • <i>Business Model Generation</i>, Canvas

Session 21	
Topics	How to remain in business
Activity	Lecture and Discussion, continued comments about Future Trends
Readings & Assignments	Reading: <ul style="list-style-type: none"> • <i>Business Model Generation</i> • TBA

Session 22	
Topics	Growth Management, preparing for the Future, Market Development, Change Management.
Activity	Lecture and Discussion, comments about Future Trends paper
Readings & Assignments	Reading: <ul style="list-style-type: none"> • <i>Business Model Generation, Canvas</i>

Session 23	
Topics	Corporate Social Responsibility
Activity	Lecture and Discussion
Readings & Assignments	Reading: <ul style="list-style-type: none"> • <i>Business Model Generation</i> • TBA

Session 24	
Topics	Homework & Final Project presentations I
Activity	Presentations Discussion
Readings & Assignments	Reading: <ul style="list-style-type: none"> • N/A

Session 25	
Topics	Final Project presentations II
Activity	Presentations Discussion
Readings & Assignments	Reading: <ul style="list-style-type: none"> • N/A

Session 26	
Topics	Review for Final Exam
Activity	Presentations Discussion, Exam
Readings & Assignments	Reading: <ul style="list-style-type: none"> • N/A

Session 27	
FINAL EXAM	

Section III: Academic Policies and Standards

Academic Policies

Students are expected to review and understand all CEA CAPA student policies, including our [Academic Policies](#) and [Engagement Policy](#). CEA CAPA reserves the right to change, update, revise, or amend existing policies and/or procedures at any time. Additional requirements that may be associated with a specific course or program are addressed in the term syllabus.

Student Learning & Development Objectives

CEA CAPA has identified [Student Learning and Development Objectives \(SLDOs\)](#) for all programs in all locations: content in context, navigating differences, power and equity, critical thinking and intellectual curiosity, career and professional development, and sustainability and migration. These are meta-level learning objectives that transcend coursework and are infused across all elements of program delivery, beyond specifics of course offerings, addressing student learning holistically and framing it a larger learning context.