

COURSE OUTLINE: FALL 2018-2019

ENTR 201: Principles of Entrepreneurship

Instructor: Dr. Salime Mehtap (Smadi)

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Office Hours: Sun/Thurs: 14.00-15.20 and 16.50-18.00

Tues: 10.00-11.00

Catalog Course Description

This course introduces students to the philosophy, motivation and characteristics of Entrepreneurship; social, psychological, economic and business factors in the success and failure of Entrepreneurship; the entrepreneur; identifying and evaluating entrepreneurial opportunities; planning and developing a new business venture; managing the new venture; applications to creation and management of stand-alone ventures and those developed within corporations.

Prerequisite: MGMT201

Textbook:

Scarborough, N. and Cornwall, J. R. (2013) **Essentials of Entrepreneurship and Small Business Management**; 8th Ed., Pearson Education.

Supplementary Reading:

1. Barringer, B. & Ireland, D (2012). Entrepreneurship: Successfully Launching New Venture. Global Edition. Pearson/Prentice Hall.

AUK College of Business and Economics Mission Statement

The College of Business and Economics prepares students through an American liberal arts educational experience combining quality intellectual challenge and ethical professional practice for careers in Kuwait and beyond.

The focus is on:

- Developing business in Kuwait and the Gulf.
- Supporting rigorous programs that foster excellence in business teaching and scholarship.
- Working together to learn and disseminate socially responsible practices to advance society.

Student Learning Outcomes:

This course should stimulate new ways of thinking about enterprising behavior in a multidisciplinary manner relevant to understanding and addressing real world challenges of today. Using a variety of learning methods including experiential activities, working on a multi-disciplinary team challenge, reflection and engagement with entrepreneurs, the course introduces skills needed to identify and assess opportunities, solve problems creatively, communicate persuasively, work effectively in teams, and understand individual and organizational impact.

At the end of this course students' should be able to:

1. Develop an understanding of the environmental dynamics and risks and rewards of entrepreneurial activities
2. Understand the importance of small businesses in the economy and entrepreneurial behavior in small businesses.
3. Discuss the forces that are driving the growth of Entrepreneurship.
4. Understand the innovation process and the product life cycle
5. Conduct a feasibility analysis and demonstrate an understanding of how to develop a business plan
6. Define target markets and market share.
7. Understand the different forms of business ownership and financing options
8. Critically assess the various functional components of starting a new business venture.
9. Critically assess the challenges and opportunities related to Global and Social Entrepreneurship.
10. Develop a Business Model Canvas and the skill of pitching a business idea
11. Develop an understanding of entrepreneurship in the Arab World and in particular Kuwait

Course Learning Outcomes in Relation to College's Learning Goals

Critical thinking and decision making skills: Students will analyze the various opportunities and challenges facing entrepreneurs and apply critical thinking skills to decision making scenarios and operational problems.

Communication Skills: Students are required to communicate with team members to accomplish tasks and provide peer feedback. They are also required to pitch their business idea to an audience and present the achievements of a local/international entrepreneur.

Entrepreneurial orientation: Students will develop skills for evaluating, articulating, refining, and pitching a new product or service offering, either as a start-up business or a new initiative within an existing firm.

Global, regional, and multi-cultural aspects of business: Students will research, debate and solve case studies on issues pertaining to business start-ups and the entrepreneurship scene from a local, regional and global perspective.

Assessment:

Instrument	Percentage %
First Exam (Chp 1, 3, 4)	20
Second Exam (Chp 5, 6, 7)	20
Final Exam (Chp 8, 10, 13, 15) (During the final week)	20
In class activities (collected at end of class)	10
Group Presentation "My entrepreneur"	5
Feasibility Study	5
Business Model Canvas (7%) / Elevator Pitch (3%)	10
Attendance and Participation	10

Useful Websites:

<http://www.sba.gov>
<http://www.eubusiness.com>
<http://www.businessplans.org>
<http://www.entrepreneur.com>
<http://www.entrepreneurship.org>
<http://thestartuptoolkit.com/>
<http://www.venturenavigator.co.uk>
<http://www.startups.co.uk/>
<http://www.heeg.org.uk/>
<http://theleanstartup.com/>
<http://www.businesslink.gov.uk/bdotg/action/home>
<http://www.eban.org/>
<http://www.growingbusiness.co.uk/entrepreneur-profiles>

Group Research and Presentation:

Students will work in groups of 4-5 to research an assigned entrepreneur and present information about this entrepreneur and his/her achievements to the class. More information about the research, grading rubric and its deadline will be given in class. Being able to work as part of a team, is an important 'soft skill' in business life. All group members are expected to put in the required effort and meet group deadlines. Students will be required to fill out peer evaluations, which will be a personal report on the performance of other group members. All students are required to fill the evaluations in an honest manner and to avoid covering for free riders. Weak/bad peer evaluations will result in a reduction of the grade for that particular course work.

Business Idea:

In groups of 4, students are required to brainstorm and generate a business idea and conduct a subsequent feasibility/SWOT analysis. Students are then required to prepare a Business Model Canvas and pitch their business idea in front of the class. Peers are expected to debate and provide constructive criticism and advice for each group presenting. Part of the work for the Business Feasibility Study and Business Model Canvas will be carried out in class, under the supervision of the instructor who will provide mentoring and feedback to each group. If a student misses out on those

particular classes, they will lose 50% of the final grade for the Feasibility Study and the Business Model Canvas/Elevator Pitch.

More information about this activity, grading rubric and deadlines will be given in class.

Course Grade scale:

The grading scale used in the course is the same as that appearing in the AUK Academic Catalogue:

Attendance

According to AUK by-laws, class attendance is mandatory. Attendance will be taken at the end of each class. The student is allowed a maximum of 10 extra minutes to arrive to class after it has started. Those students who are late more than 10 minutes will not be admitted to the classroom and will be considered absent. Likewise any student who leaves before the end of the class and who has not presented a valid excuse will be considered absent.

According to the University regulations absence from class can result in an F grade. **A maximum of 6 absences are allowed. You will also be allowed an additional TWO free absences which you may use at your discretion for ‘emergency’ situations/travel/sleeping-in/bad hair day etc.** After that an F grade may be given in the course.

Any medical records or emergencies must be officially certified by the university officials prior to submitting to the instructor. Acceptance of these records is at the discretion of the instructor. The student is responsible for keeping track of his/her absences and withdrawing from the course, if they have exceeded the absence limit. Please refer to the AUK Academic Catalogue for the University’s Attendance Policy.

Topics Covered (Tentative)*:

Introduction	Introduction to the World of Entrepreneurship and Start-Ups
Chapter 1	Foundations of Entrepreneurship
Chapter 3	Inside the Entrepreneur’s Mind: From ideas to reality
Chapter 4	Feasibility Analysis and Business Model
FIRST EXAM	(Thursday 1st November, 2018)
	Business Idea Proposal and Group Presentation Week
Chapter 5	Business Plan
Chapter 6	Forms of Ownership
Chapter 7	Franchising
SECOND EXAM	(to be announced in class)
	Hand in Feasibility Study and SWOT analysis
Chapter 8	Bootstrap Marketing (learn by application)
Chapter 10	Pricing and Credit Strategies (handout provided by lecturer)
Chapter 13	Sources of Financing & Important financial documents (handout provided by lecturer)
Chapter 15	Global Entrepreneurship and Social Entrepreneurship (material provided by lecturer)
Week before finals	BMC Presentations and Elevator Pitch
FINAL EXAM	(to be held during the AUK Finals Period)

***Please note that the Instructor reserves the right to change any aspects of the syllabus anytime if needed. Changes will be announced in class, before they go into effect. It is your responsibility to stay up to date with all changes announced in class.**

Class Policies

Class participation and learning: This is an interactive class where teamwork and the exchange of ideas between instructor and students are encouraged. Students are highly expected to contribute ideas, thoughts, experiences, and arguments to the class discussion. Although overviews of key points and issues are provided, we require that students comprehend the materials in details, raise questions and ideas, and create a “lively” class, meaning that students must read and prepare readings assigned prior to coming to the class. The PowerPoint slides/material written on the whiteboard are only supplementary materials that aid in the learning process. Students are expected to buy the assigned textbook and to do additional reading and research on the topic. The instructor will also provide extra handouts and materials when necessary.

Academic Integrity Policy: Honesty, integrity and ethical conduct are very important in our private, social and professional lives. I believe in your honesty and integrity unless you give me an indication to doubt you. All students need to follow the Students’ Code of Conduct available for your information in the AUK catalogue. All forms of cheating and plagiarism will automatically result in ZERO for that course.

Disability Accommodation: If you believe that you need accommodations for a disability, kindly arrange for an appointment with Dr. Huda Shaaban (hshaaban@auk.edu.kw) at the Counseling Center located in front of Gate 2. All disability-related accommodations require registration with the Counseling Center and are not applied retroactively, so please contact Dr. Huda Shaaban as soon as possible. I will be informed accordingly and I will certainly accommodate your request within reason.

Communication with instructor: Students are expected to correspond on course matters from their “auk.edu.kw” email address. Students are also expected to check their email daily for announcements related to the course and if there is a change in schedule due to an emergency. I will do my best to answer your email within 24-48 hours.

Late work and missed exams: Normally late assignments will **not** be accepted. Exceptions may be made, with appropriate notice (i.e. 24 hours advance), where unusual circumstances permit. A student that fails to sit for the exam during the scheduled exam period **will not be given** a MAKE-UP exam (regardless of the excuse and any medical reports that are presented). The only exception is if the student has been hospitalized for a serious medical condition and supporting in-patient documentation can be provided. In this case, the instructor will work with the student

in order to find an appropriate solution. No additional, individual projects are assigned at the end of the semester in order to increase one's grade.

Written assignments: Written assignments are to be typed and will be graded for form as well as content. Errors in spelling, grammar or punctuation can detract from or distort the message you are trying to communicate. As a result, such errors may lower your grade. Please visit the Writing Center and make use of widely-available guides and references for effective writing, and report compilation styles.

Side conversation: Side conversation makes it difficult for your classmates to actively listen and learn. So, please be considerate of others. If side conversation persists, you will be asked to leave the class and use a more appropriate setting for social interaction. Of course, you will be considered absent from that particular class. Note-taking must be done by hand. You are expected to pay attention and join in individual and group discussions. This will help you master the material.

Courtesies expected: Students are expected to behave in a manner that befits an AUK student at all times, showing necessary respect and tolerance to all those present in the classroom. All cellular telephones must be turned-off during class. Cellular telephones are disruptive and I should not see, feel, hear or perceive it during my class time. If you fail to do so, you will be asked to leave the class. Of course, you will be considered absent from that particular class. The use of mobile phones and smart watches are also prohibited during exams and quizzes. If you need to leave the class for whatever reason (even briefly) please do so discreetly, in order to not disrupt the lecture.

Honesty and Conduct: Research is about honesty and truthfulness. Students are expected to read and observe the code of academic honesty in the AUK catalogue. Particular attention is drawn to the policies on plagiarism, inappropriate collaboration, and dishonesty during exams

I am here to facilitate your learning process and I hope that this journey will be a memorable experience for all involved. I truly understand that all students worry about grades. If you put in the maximum effort, then it will reflect in the grade you earn at the end of the semester. Remember that if you have any problem or concerns regarding any aspect of the course, please feel free to contact me during or outside of office hours in order to address your problem.

I wish all of you a successful semester.