DEPARTMENT of MANAGEMENT

AD480 Special Topics in Management:
Entrepreneurship: Courage to Create a Business

Instructor: Gulay Ozkan

Class/Laboratory/PS schedule: 3/0/0 lecture hours.
Class Schedule: Scheduled Tuesdays between 17:00-20:00

Purpose: Entrepreneurship: Courage to Create a Business class is designed to help students understand, assess and appreciate the concepts of entrepreneurship. The class will provide students the ability to see the process of turning an idea into a business.

The class aims to introduce an entrepreneurial mindset and encourage students to develop proactive & creative behavior in business and their self-awareness about the suitability of entrepreneurship.

Course Description: The class is based on three modules:

1. Entrepreneurship: A Way of Living
2. Opportunity Recognition and Evaluation
3. Gathering Pieces and Building

Module 1: Entrepreneurship: A Way of Living
- Entrepreneurship as a Life Style
- Creativity & Improvisation
- Innovation & Innovation Management

Module 2: Opportunity Recognition and Evaluation
- Opportunity Assessment & Business Plan Intro
- Product Design & Go-2-Market
- Business Model
- Marketing Strategy
- Sales & Partnership Strategy
- Financial Planning & Management

Module 3: Gathering Pieces and Building
- Starting a Company-
- Team Building & Partner Selection
- Venture Finance from Entry to Exit
- Managing the Venture at Different Stages of Growth
- Legal & IP Management

References of similar courses at several universities such as Harvard, London Business School, Stanford, Berkeley, Carnegie Mellon, MIT, Cambridge, and IE Business School are also investigated to create a world-class entrepreneurship course. Thanks to the instructors at these universities.
In terms of content and format, there are two main differences between this class and the others:

- More focus on entrepreneur himself/herself
- Teaching method based on drama teaching techniques

Class Targets

During the class, the students are encouraged to find the answers of the following key questions for themselves:

Entrepreneurial Character

- Are you aware of your goals and your entrepreneurial character?
- Does being an entrepreneur fit to your life plan?
- Are you really a “doer”?
- Are you proactive enough to be successful in entrepreneurship world?
- How good networker you are?
- Are you aware of power of networking?
- Do you have a networking strategy and style?

Idea

- Have you gone through a business plan to see whether your idea is really feasible for your targeted market?
- How realistic you are about your market?
- How good you are about financial planning?

What makes this class unique?

Traditional entrepreneurship education very much focuses on idea/project and preparing a strong business case whereas in this class, developing entrepreneurial and creative approach is considered as important as the idea and the business case. The teaching methods in the class developed by Gulay Ozkan are based on drama coaching techniques which focuses on guiding students to discover their own creative and entrepreneurial skills.

Besides providing basic tools of entrepreneurship education, creating awareness on importance of proactive and “doer” personality in entrepreneurship world is one of the targets of the class.

The class very much focuses on learning dynamics of business world rather than theoretical information.

Who is this course for?

This course can be helpful for students coming from different backgrounds in different ways. We very much encourage students coming from diverse disciplines to create a rich and enjoyable discussion environment. The class is open to all students.

If you plan to start your own business, either now or later in your career, this class will help you understand the practical challenges that you may face.
If you plan to join corporate life, this class will help you see the bigger picture of a corporation before being a part of it. In addition, developing an intrapreneurial perspective, which is an entrepreneurial corporate terminology, in this class could bring you a huge advantage in today’s competitive work environment.

No matter which career path you want to take, or even if you don’t know which way you want to go, you can benefit from this class if you are eager.

Our only condition to take the class is your willingness to be proactive and creative.

Class Structure

We see the class itself as a new venture lab. Our main target is establishing “a can-do culture in an enjoyable environment” in the class instead of one-way communication. Based on this concept, student participation has the highest priority among all the targets.

The aim is that the class itself can be in an innovative format, which can be developed every semester. The class’ blog http://couragetocreateabusiness.wordpress.com is an important communication channel where we use all available technology tools. Students who want to be a blog contributor and/or come up with new content and ideas are more than welcome.

The classes will include the following tracks:
- Student presentations or discussions on a case -50 min
- Class “theoretical” background - 50 min
- Guest speaker and Q&A: 50 min – every three to four weeks
- Two 10 minutes coffee breaks for chatting and “networking”

Class Schedule (Tentative)

<table>
<thead>
<tr>
<th>CLASS DATE</th>
<th>CLASS CONTENT</th>
<th>Guest Speaker</th>
<th>SUBMISSIONS-Due 5pm</th>
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<tbody>
<tr>
<td>September 28, 2010</td>
<td>Meeting each other, networking and intro of the class</td>
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<tr>
<td>October 5, 2010</td>
<td>Module1: Entrepreneurship as a Life Style</td>
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<td>HW-Mission Statement</td>
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<tr>
<td>October 12, 2010</td>
<td>Module1: Creativity &amp; Improvisation</td>
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<td>HW-Entrepreneurial Character</td>
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<td>October 19, 2010</td>
<td>Student's proposed ideas- presentations</td>
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<td>Project Step 1 - submission of 4 slides</td>
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<td>October 26, 2010</td>
<td>Module 1: Innovation &amp; Innovation Management</td>
<td>TBA</td>
<td>HW-CV of Failures</td>
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<tr>
<td>November 2, 2010</td>
<td>Module2: Opportunity Assessment &amp; Business Model &amp; Business Plan Intro</td>
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<td>November 9, 2010</td>
<td>Module2: Product Design &amp; Go-2-Market</td>
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<td>Project Step 2</td>
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<tr>
<td>November 16, 2010</td>
<td>Module2: Marketing &amp; Sales Strategy</td>
<td>TBA</td>
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<td>November 23, 2010</td>
<td>Holiday - No Class</td>
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<td>November 30, 2010</td>
<td>Module2: Financial Planning &amp; Management- Accounting</td>
<td>TBA</td>
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<td>December 7, 2010</td>
<td>Module3: Starting a Company-Team Building, Partner Selection, Legal &amp; IP Management</td>
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<td>December 14, 2010</td>
<td>Module3: Venture Finance from Entry to Exit</td>
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<td>December 21, 2010</td>
<td>Project presentations</td>
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<td>December 28, 2010</td>
<td>Project presentations</td>
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**Textbook(s) / Reading material:**
1. An Entrepreneurship book: TBA
2. Innovation and Entrepreneurship, Peter F. Drucker, Harper Paperbacks,
3. Courage to Create, Rollo May, W.W. Norton & Co

**Grading:**
1. HWs
   - Description of Entrepreneurial Character 6%
   - Personal Mission Statement 6%
   - CV of Failures 8%
2. Project reports including final presentation 60%
3. Class participation (not attendance) 20%

**Class Registration**

The class has 30 seats available. The class is open to all students. Ideally, we plan to accept 15 engineering and 15 social science students to create a diverse discussion environment. We also plan to have 50% quotas for women students.

Class registration for Fall 2010 will be consent based due to high demand. Please fill out registration data sheet and e-mail it to entrepreneurship@geds.com.tr by 5pm September 22nd, 2010

Please download the registration data sheet from the following URL:
http://couragecreateabusiness.files.wordpress.com/2010/09/ad480_entrepreneurship_registration_fall2010_bu.doc

For any questions, please send an e-mail to entrepreneurship@geds.com.tr

**Last Updated:** September, 2010