

**Peking University  
HSBC Business School**

**ENTREPRENEURSHIP**

<b>Instructor:</b> Kevin Chastagner	<b>Session:</b> Module 1: Sep 1 <sup>st</sup> -Nov 12 <sup>th</sup>
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**Course Overview/ Description:**

Entrepreneurship is the study of new venture creation and management and it occurs in a myriad of ways depending on the interactions of the entrepreneur and the opportunity. This course, Entrepreneurship, provides an overview of creating a business, ranging from opportunity recognition and evaluation to resource acquisition. The course is designed to appeal to individuals with strong desires to become entrepreneurs, to join startup companies, or to work in the venture capital industry.

**Objectives:**

The course objectives are threefold: 1) to develop a scientific understanding of entrepreneurship, the theoretical framework for that understanding, and the empirical evidence in support of theory; 2) to transform this scientific understanding to practice; and 3) to provide firsthand experience with startup ventures and entrepreneurial uncertainty.

Upon completion of this course the student should have:

- 1) Knowledge to understand the entrepreneurial process: How to identify and pursue a business opportunity?
- 2) Tools to analyze various challenges: How to define the fundamental issues of starting a business? How to assess a venture's risks, problems, and rewards?
- 3) Skills to bridge the gap between theory and practice: How to transform ideas into action items? How to learn from your peers and role models? How to design and execute strategies?

**Textbook**

Bruce R. Barringer and R. Duane Ireland (2012). *Entrepreneurship: Successfully Launching New Ventures (Fourth Edition)*. Prentice Hall.

## Coursework and Grading:

All work should be submitted as a typed hardcopy unless otherwise noted.

<b>1: Class Participation</b>	<b>15%</b>
<b>2: Interview with an entrepreneur presentation</b>	<b>10%</b>
<b>3: Case Studies: Written Report</b>	<b>10%</b>
<b>Presentation</b>	<b>10%</b>
<b>4: Journal</b>	<b>15%</b>
<b>5: Business Plan: Business Idea Page</b>	<b>10%</b>
<b>Written Report</b>	<b>15%</b>
<b>Presentation</b>	<b>15%</b>

**1: Class Participation (15%):** For you to benefit most from the lecture and discussion, it is important that you prepare for each class session. To participate in class means to attend class regularly, to complete the assigned readings prior to each class, and to actively participate in class discussion in a professional and value-adding manner. This does not mean that I will call on you but your participation in class is tracked and used to calculate this part of your grade. Any peer evaluation that may happen in class can also be reflected in your participation score as it will relate to your professionalism.

**2: Interview with an Entrepreneur (15%):** Interview an entrepreneur and assess the venture he or she has started. The person your team interviews *must* have started his or her own business, or been part of the founding team. Success or failure of the venture is not important. Get a comprehensive understanding of the venture creation process and the role played by personal agency. In this interview, highlight the entrepreneur's background, how he or she recognized an opportunity to pursue, the factors that enabled the entrepreneur to grow the venture, and the reasons for exit. This is a group assignment. Each team will have to present their findings to the class. Further, you will need to record your interview and provide the instructor with a typed transcript of your interview (in English).

**3: Case Study:** Your ability to function on a team and your ability to "sell" your work are essential skills for managers and entrepreneurs. For the case study, you will be randomly assigned to teams and you will apply what you are learning by analyzing realistic issues and managing team processes. To make these exercises more realistic, teams are expected to self-manage, and all team members will receive the same grade. You are encouraged to use resources OUTSIDE of the textbook. All team members should be actively involved in all processes.

**Written Report (15%):** Each team will submit a written report (up to 2 pages) for each case. You are required to submit three out of four cases throughout the course. Case question(s) will be distributed in the prior class. The purpose of these exercises is to help you to learn to think analytically about real business situations. Assignments are due at

the beginning of the session listed. Late work will not be accepted. Please make a copy of your answers to the questions for in-class discussion.

**Case Presentation (15%):** Each team will be responsible for at least one case presentation during the course (the actual number would depend on the number of students registered for this course).

The written report and presentation should include but not be limited to the following items:

- 1) Introduction of the company and the business
- 2) The managerial issue and why it's important
- 3) Analyses based on theories and models introduced in the chapter
  - a. Focus your analysis on the questions raised in the case
  - b. Use materials outside of the textbook to support and facilitate your analyses
- 4) Recommended solutions
- 5) Implementation plan

**4: Journal (15%):** You will be keeping a journal throughout our class. In this journal you will have a couple of options as to what you can write about to receive credit. This journal will be due on each Tuesday of class and will be handed back to you on the Friday class with my feedback/grade. Each time you turn the journal in there are 2 things that you will need to include in it. Feel free to write any other notes or thoughts in the journal but please make it clear where your work for this assignment is.

- 1) Your thoughts on an article as it relates to class from the previous week. This article should be from a large and respected news outlet and should relate to some aspect of our course from the week leading up to when the article is due. The goal with this is for you to be integrating current issues into our class and to build your experience and knowledge of the business environment. In light of this I will be looking for you to note why the article is important and what the article means for you, either for your entrepreneurial ideas or for your learning in the course.
- 2) You will need to track and develop business ideas for the second part of the journal requirement. You have two options each week for this part of the assignment: 1) you can explain a new business idea that you have or 2) you can update a previous idea. These ideas need to be separate from your team's business plan assignment. This will be evaluated by how logical and well thought out your ideas are. The goal of this is to get you thinking about your involvement with the business world and where you fit into it.

**5: Business Plan:** You will be asked to form your own teams of up to 5 members to prepare for the following tasks:

**Business Idea Page (10%):** Each team will submit a memo (up to 2 pages) introducing a business idea and how each member will contribute to the group effort.

**Business Plan Written report (15%):** Each team will submit a final report (up to 15 pages). I will evaluate your final report based on effort/motivation, information, logic, and persuasiveness. Reports are due at the beginning of the session listed. Late work will not be accepted.

***Business Plan Presentation (15%):*** Each team will present a business idea, provide its opportunity evaluation and offer a decision regarding to the future viability of the opportunity (approx. 15 minutes for the presentation and 10 minutes for Q&A). Entrepreneurship is more than just having a great idea. It is ultimately about convincing others, especially holders of critical resources, that your venture is seeking a value-creating opportunity and that your product/service will add value to their lives. Seen this way, how entrepreneurs present themselves and their product/service is critical to their success. In this spirit, you are urged to think creatively and engagingly about your presentation.

**Academic Dishonesty:**

Cheating, plagiarizing, and any other forms of dishonesty will not be tolerated in this class. Materials and ideas that you use which belong to others must be cited. Cheating will be dealt with by the instructor in the harshest way possible and will be referred to the school for punishment in line with the student handbook.

### *Class Schedule*

<b>Date</b>	<b>Day</b>	<b>Topic</b>
09/02	T	Overview of course and syllabus
09/05	F	Introduction to entrepreneurship
09/9	T	Nature versus nurture
09/12	F	Recognizing opportunities and generating ideas
09/16	T	Causation vs. effectuation
09/19	F	Feasibility analysis
09/23	T	Writing a business Plan
09/26	F	Interview Presentations
09/30	T	Industry and competitor analysis
10/10	F	Developing an effective business model
10/14	T	Assessing financial strength and viability
10/17	F	Building a new venture team
10/21	T	Marketing Issues
10/24	F	Venture finance: investment decision across countries
10/28	T	Funding
10/31	F	Growth
11/4	T	Social Entrepreneurship
11/7	F	Business Plan Presentation

*Note: Schedule is subject to change – Notification will be given*

A thank you to C.S. Richard Chan for his help with the course materials and syllabus for this class. Materials and syllabus are adapted from his work.