

BUS357 Starting and Managing a Business

Level: 3

Credit Units: 5 Credit Units

Presentation Pattern: EVERY JANUARY SEMESTER

BUS357 is presented in 2 versions: BLENDED Learning or ONLINE Learning. Students will need to choose one version when they register for the course.

BUS357 - BLENDED Learning version: In the blended learning version, the course is conducted with the flip-classroom approach. Students will have face-to-face classroom sessions and these will be supported by online using interactive study materials found on Canvas, SUSS' learning management system. Students will get themselves prepared for the face-to-face classroom sessions by reading and interacting with the online study materials and chunked lectures. They will then attend the face-to-face classroom sessions where they will apply what they learn online in classroom activities and instructors will facilitate discussions. If the course has an exam component, this will be administered on-campus.

BUS357 - ONLINE Learning version: In the online learning version, the course is done EXCLUSIVELY online, using interactive study materials made available on Canvas, SUSS' learning management system. Students receive guidance and support from online instructors via weekly synchronous sessions, discussion forums and emails. If the course has an exam component, this will be administered on-campus.

Synopsis:

BUS357 Starting & Managing a Business provides students with a fundamental knowledge of entrepreneurship and its value to society, markets, and to the individual entrepreneurs who innovate. Concepts key to the successful implementation of entrepreneurship are introduced and entrepreneurial decision-making and strategic skills are developed. Students learn to understand and avoid common pitfalls and are provided with time-honoured methods to increase the chances of success. The course provides an explanation the entrepreneurial mindset and characteristics that drive success, and provides tools to help entrepreneurs identify and act on opportunities. It provides frameworks for strategic, financial, legal, and business planning, and provides an overview of harvesting the value from what an entrepreneur has built.

Topics:

- Introduction to Entrepreneurship
- Entrepreneurial Opportunities
- Assessment
- Entrepreneurial Finance
- Ethics & Social Entrepreneurship
- Intrapreneurship (Corporate Entrepreneurship)
- Entrepreneurial Marketing
- Strategic Planning for Entrepreneurial Ventures
- Legal Issues

- Going Global
- Family Business in the Asia-Pacific
- Succession
- Exit Strategy
- Sources of Capital for Entrepreneurial Ventures
- Developing an Effective Business Plan

Textbooks:

Frederick, H.H., Kuratko, D.F.: Entrepreneurship Theory, Process, Practice, 4th Cengage ISBN-13: 9780170352550-AA

Frederick, H.H., Kuratko, D.F.: Entrepreneurship Theory, Process, Practice, 4th Cengage ISBN-13: 9780170352550

Learning Outcome:

- Examine the issues related to entrepreneurship, intrapreneurship, social entrepreneurship, and entrepreneurial ethics.
Analyse opportunities for entrepreneurship, and discuss the importance of innovation as well as entrepreneurial marketing.
- Evaluate a business idea using the Feasibility Criteria Approach.
- Discuss the legal issues involved with entrepreneurship
- Design a strategy for capital funding for a new start-up
- Examine the importance of strategic planning and implementation.
- Appraise the issues in succession planning for a family business and exit strategies.
- Formulate a complete Business Plan that includes financial analysis on the viability of the new start-up.
- Demonstrate the essential knowledge and interpersonal skills to work effectively in a team.
- Develop proficiency in writing a feasibility plan and a business plan.
- Practise making oral presentations in class and on recorded video in areas related to Starting and Managing a Business.

Assessment Strategies

A - Blended Version

Continuous Assessment Component	Weightage (%)
PRE-COURSE QUIZ	2
PRE-CLASS QUIZ	2
PRE-CLASS QUIZ	2
GROUP BASED ASSIGNMENT	38
PARTICIPATION	6
Sub-Total	50

Examinable Component	Weightage (%)
ECA-REPORT	32.5
ECA-POWERPOINT	5
ECA_VIDEO	12.50

Sub-Total	50
------------------	-----------

Weightage Total 100

B - Online Version

Continuous Assessment Component	Weightage (%)
PRE-CLASS QUIZ	1
PRE-CLASS QUIZ	1
PRE-CLASS QUIZ	1
PRE-CLASS QUIZ	1
PRE-CLASS QUIZ	1
GRADED DISCUSSION	5
GRADED DISCUSSION	5
GRADED DISCUSSION	5
GROUP-BASED ASSIGNMENT	30
Sub-Total	50

Examinable Component	Weightage (%)
ECA-REPORT	32.5
ECA-POWERPOINT	5
ECA_VIDEO	12.50
Sub-Total	50

Weightage Total 100