



Kuwait University
College of Business Administration
Management and Marketing Department
Entrepreneurship & Small Business Management
MKT 310; Spring 2021/2022

Syllabus

Instructor:	Dr. Abrar Abul (Ebel)
Contact	Email: abrar.ebel@ku.edu.kw
Office hours	Sunday, Tuesday, Thursday: 1:00pm or by appointment
Class Times:	Sunday, Tuesday, Thursday Section 01 11:00am Section 51 12:00pm
Course Material Required:	Bill Aulet, Disciplined Entrepreneurship, 24 Steps to a Successful Startup, Wiley Books, 2013. Harvard Business School publishing education course pack
Additional/ optional	Steve Blank and Bob Dorf, The Startup Owner's Manual, K&S Ranch, 2012 Kathleen R Allen, launching new ventures, an entrepreneurial approach, 7ed, Cengage, 2016

“No Matter what people tell you, words and ideas can change the world.”
Robin Williams

Course Description:

Entrepreneurship is a process – a way of thinking, doing, learning, and acting - that recognizes high potential venture opportunities and then combines them with the people and resources needed to create significant value and personal and social wealth.

The purpose of this course is to explore the dimensions of entrepreneurship, venture creation and development, creativity, innovation, and entrepreneurial mindset. MKT 310 introduces the basic concepts and topics in entrepreneurship through classroom discussion and real-life case studies.

This course is introductory, as you will learn about the actions required to build a new business venture: for example, generating and selecting ideas, forming and developing a team, raising and spending capital, hiring and managing employees, scaling the venture, and acquiring and keeping customers. In addition to teaching you about these steps, this class will give you the opportunity and require you to conduct some of these activities yourself. This course is also foundational, as you will learn how to think as an entrepreneur. Successfully building a new business venture requires a particular mindset. You must be able to see constraints as a source of creativity. You will learn how to embrace risk and make bold decisions when faced with it. You will recognize ways to position your venture in markets that do not yet exist.

Course Objective:

By the end of the course you should be able to:

Recognize the entrepreneurial potential within yourself and others in your environment.

Enhance your creativity skills

Understand the process nature of entrepreneurship and entrepreneurship mind set and ways to manage the process.

Develop an appreciation for opportunity, how to recognize it, and how to evaluate it.

Develop a rigorous marketing plan and a feasibility study.

Complete and present a business model.



Assessment:

Grade Distribution

Class Participation & Collective learning	5%
Leading a Class Case	10%
Assignments and quizzes	10%
Interview with entrepreneur	10%
Midterm Exam	15%
Final Exam:	50%
Written	10%
Final Project: marketing research, feasibility study, business model, and pitch	40%

Grade	Scale
A	95.00 - 100.00
A-	90.00 - 94.00
B+	86.00 - 89.99
B	82.00 - 85.99
B-	80.00 - 81.99
C+	76.00 - 79.99
C	72.00 - 75.99
C-	70.00 - 71.99
D+	66.00 - 69.99
D	62.00 - 65.99
D-	60.00 - 61.99
F	0.00 - 59.99

“It always seems impossible until it’s done.”- Nelson Mandela

My intention for MKT 310: Entrepreneurship course, Spring 2022 is to get the grade _____.

My intention For my Spring 2021/2022 classes is as follows:

SUCCESS IN THIS COURSE IS YOUR DUTY, RESPONSIBILITY, AND OBLIGATION!

النجاح في هذا المقرر هو واجبك ومسئوليتك و يعتمد على التزامك!

Details on Class Requirements:

University Policy allows students attending:

- o Monday, Wednesday Classes [2|4]. You will receive First Warning after 2 absences; Second and Final Warning after another 2 which brings your total to 4;
- o Sunday, Tuesday, Thursday Classes [1|3|5]. You will receive First Warning after 3 absences; Second and Final Warning after another 3 which brings your total to 6.

STUDENTS ARE EXPECTED TO ARRIVE TO CLASS ON TIME. those that arrive 10 minutes late or more will get one chance only, after that they are not to enter.

Students are expected to behave in a courteous manner at all times. Those of you who chose to engage in side discussions will be requested to leave the room. Those of you who leave the class without permission will be considered absent. Students are encouraged to ask meaningful questions at all times.

THE USE OF CELL PHONES AND OTHER ELECTRONIC DEVICES IS PROHIBITED IN THE CLASS. Those of you who chose to use the cell will be kindly requested to leave the lecture.

Important: Issues with class performance should be addressed to me from the beginning of the semester, not the last day after the exams. Extra credit assignments can be provided.

Class participation and Collective learning: will be determined based on roll calls conducted in class. In case method pedagogy, class attendance is critical to individual and collective learning. My expectation is that every student arrives on time and attends every class. Absenteeism and lateness to class count heavily against the participation grade since it adversely impacts the learning experience of the section as a whole.

Part of your Collective Learning is **attending special lectures attended by guest speakers.**

Leading Case Discussion: Leading a Case discussion will be assessed on the basis of your contributions to class discussion and listening. Of course, the underlying condition for class participation is attendance. I expect you to attend all sessions. Prior to class, you



should thoroughly read and prepare the case for that day, including answering the study questions. Please ensure that you have used the frameworks, tools, and ideas from the readings in your analysis as appropriate.

Quizzes : Approximately after each lectured case there will be a quiz and there will be quizzes on chapter and article readings.

Assignments : Approximately you will have two to three assignments that will help you develop your entrepreneurial mindset and skills, further explanation about the assignments will be explained during the semester .

Midterm Exam: We will have ONE written midterm examination, which will cover the course material to that point in the course, including lectures, discussions, and readings. Details about exam contents, time, and location will be discussed in the class. Missed examinations may not be made up without prior permission, no exceptions.

Final Exam: The final exam for this course is a final project that constitutes written and orally presented components.

By the end of the semester students in teams of 2 to 3 should present a new venture product idea discussed in the first week of class.

The project will consist of:

Students will have to attend special lectures provided by entrepreneurs, which will help them develop their new venture products.

___ Over the course of the semester, each team will develop the sections of their **business plans, including an executive summary and sections on vision & values, marketing analysis / segmentation, competition, value proposition, go to market, product technology, and financing.**

___ The Key stages of the project are:

- 1.** Have an Idea.
2. Business Model
- 3.** Marketing plan/ Market segmentation.
- 4.** Feasibility study.
5. Writing Business Plan
- 6.** Business pitch Presentation.

___ Each team will present their business pitch at the end of the semester.

Academic Integrity:

As in any class, all individual assignments must be written by you and contain your own thoughts and perspectives. However, collaboration with others is allowed and even encouraged. As you will see in class, discussion with others frequently leads to new insights, approaches, and understanding. When you collaborate with others, you *may* reach common conclusions. If this happens, *each person must still submit a separate*

assignment written in her or his own words. If you work with anyone else when completing an individual assignment, simply note this on your paper, underneath your name: “Collaborated with...” **APA guidelines for references** and citations are to be followed as well.

A failure to disclose collaboration with other students will result in a “0” grade on the assignment for all parties involved. **Plagiarism and other forms of academic dishonesty will result in a “0” on the assignment and may result in an “F” for the course if the infraction occurs for a major assignment.**

Cheating and Plagiarism

Cheating and Plagiarism will not be taken lightly. The faculty will enforce university policies. Please refer to your student manual also can be found in the university website http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf

The names of students’ accused of cheating in the exams will be reported to the dean. If the dean approves the accusation, then the student will receive **F** in all classes registered in the semester.

المادة الرابعة عشرة: الغش في الامتحانات أو نقل المعلومات :

1. تسري أحكام البنود أدناه على كل من يضبط في حالة غش أو شروع فيه أو من يساعد غيره على ذلك في الامتحانات القصيرة أو الفصلية أو النهائية أو الواجبات الدراسية أو التقارير والأبحاث المقدمة إلى أستاذ المادة أو من قام بنسب المعلومات المنقولة المقدمة ضمن أبحاثه لنفسه .
 2. بالنسبة للاختبارات القصيرة والفصلية والنهائية ، يتولى المشرف على الامتحان عند ضبط أية حالة غش أو شروع فيه، أن يثبت ذلك في محضر يذكر فيه اسم الطالب ورقمه ومادة الامتحان وساعاتها وتاريخها مع وصف للواقعة ويحيله إلى عميد الكلية التي تطرح المقرر، ويعد ادخال الطلبة للوسائل التكنولوجية من أي نوع داخل قاعة الاختبار شروعا في الغش.
 3. بالنسبة للأبحاث والتقارير والواجبات الدراسية ، عند شك أستاذ المادة في صحة المستندات أو المعلومات المقدمة من الطالب ، عليه رفع الأمر إلى عميد الكلية التي تطرح المقرر ، وذلك بكتاب رسمي موضحا أسباب شكه في هذه المستندات .
 4. يقوم عميد الكلية، التي تطرح المقرر، بالتحقيق في الواقعة وسماع أقوال الطالب وعند ثبوت واقعة الغش أو الشروع فيه يتخذ الآتي كتابة:
- (أ) اعتبار الطالب راسبا في جميع المقررات المسجل فيها في الفصل الدراسي الذي ضبطت فيه حالة الغش.
- (ب) إخطار عميد القبول والتسجيل وعميد شؤون الطلبة وعميد الكلية المقيد فيها الطالب الذي ضبط بحالة الغش بما تم من إجراءات .
5. في حالة العودة إلى الغش يفصل الطالب نهائيا من الجامعة ويثبت ذلك في سجله.
 6. على الكلية التي تطرح المقرر إبلاغ عمادة القبول والتسجيل بوقف إصدار كشف درجات الطالب قبل انتهاء فترة رصد الدرجات ، ومن ثم إبلاغها بالقرار النهائي للكلية قبل نهاية فترة السحب والإضافة للفصل الدراسي التالي .

Other Notes:

- Private matters should be addressed through emails or during office hours. Emails sent over weekends will normally be dealt with on Sunday. Emails should be



- written in either English or Arabic (the use of mixed characters is prohibited), please don't forget to include your name.
- Bonus Assessments may be provided, and will be discussed further in class.

Course Topics:

- Introduction to Entrepreneurship
- Identifying and evaluating opportunities and Customers' pain
- Marketing Plans
- Business Models
- Financing
- Identifying competition
- Core competencies and competitive Advantage
- Pitching your new business

Tentative chapters from "Disciplined entrepreneurship":

- Introduction
- Step 1: market segmentation
- Step 2: select beachhead market
- Step 3: build an end user profile
- Step 5: profile the persona for the beachhead market
- Step 6: full life cycle use case
- Step 7: high-level product specification
- Step 8: quantify the value proposition
- Step 10: define your core
- Step 11: chart your competitive position
- Step 15: design a business model