



Kuwait University
College of Business Administration
Management and Marketing Department



Course Syllabus
MGT 310 – Entrepreneurship and Small Business Management
Dr. Abrar Abul (Ebel)

Lecture Time and Location

MGMT 310 / 01A : Mon Wed	11:00 AM – 12:15 PM	Room C1 1001
MGMT 310 / 02A : Mon Wed	14:00 PM – 15:15 PM	Room C1 1001

Contact Information

Location	: MGMT Department – 1 st Floor – Office No. XX
Email	: abrar.ebel@ku.edu.kw
Office Hours	: Mon Wed 12:15 PM – 1:15 PM or by email appointment

Course Description

This course focuses on the analysis of the factors and conditions controlling the formation and existence of entrepreneurs and their role in planning for and managing small businesses. Additionally, the small business life cycle, the factors determining the nature for each stage in that cycle, and the principles and methods of managing small business organizations, particularly family businesses will be covered. Finally, the features of small businesses, their economic and social roles and the process of managing the functional activities of small businesses will be addressed.

Course Learning Objectives (CLOs)

The learning outcomes for this course, listed below, relate to the learning goals of the College of Business Administration Undergraduate Program, which can be found in the appendix at the end of this syllabus. The numbers in parenthesis indicate to which specific learning goal the outcome relates.

Upon successful completion of the course, students will be able to:

1. Describe and Understand the process nature of entrepreneurship and entrepreneurship mind set and ways to manage the process
2. Analyze and address situations in which entrepreneurial issues exist, providing potential practical solutions to such issues. [LG.1, LG. 5]
3. Develop an appreciation for opportunity, how to recognize it, and how to evaluate it. [LG. 2, LG.5]
4. Enhance creativity skills.
5. Develop a rigorous marketing plan and a feasibility study. . [LG. 5, LG. 3]
6. Complete and present a business model. [LG. 4, LG. 3]

Required Material

Textbook:

Bill Aulet, **Disciplined Entrepreneurship, 24 Steps to a Successful Startup**, Wiley Books, 2013.

Additional Material : Other material is available on Teams

E-Learning System : Teams

Course Requirements and Policies

- **Class 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. In grading class participation, I look at both the quantity and quality of contribution. With regards to quality, some of the criteria I shall apply include:
 - Are the points made relevant to the discussion?
 - Do they go beyond a mere recitation of case facts, and are implications clearly drawn?
 - Is there evidence of analysis rather than expressions of opinions?
 - Are the comments linked to those of others?
 - Did the contribution further the class's understanding of the issues?
 - Is the participant a good listener?
 - Do comments raise interesting questions?
 - In discussion, do the comments fit in the class context?
 - Does the analysis make use of models and techniques from the readings or lectures?
 - Are comments made in a respectful, professional, and constructive manner?

Students should not expect to receive full points for participation. Simply being present does not warrant full credit, nor does frequent participation that does not advance the learning of the class. I will use "cold calling" occasionally so you need to be prepared for each class. Cell phones must be turned off or set to the "silent" mode during classes. Laptops may not be used during case discussion segments and activities.

- **Exams:** We will have THREE examinations, two midterms and a final exam, 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 permissions, no exceptions.
- **Assignments:** Approximately you will have two assignments that will help you develop your entrepreneurial mindset and skills, further explanation about the assignments will be explained during the semester. One of which will be an interview with an entrepreneur.
- **Case Discussion Assignment and Quizzes:** During the course each student will have the responsibility to read a chapter and a case study ahead of time and prepare a presentation for the class. That is, each student will have to lead the discussion in class in regards to their assigned chapters and/or readings. In addition, students are encouraged to research material from other sources about the topic; note it is important to cite (reference) your sources. All students will have to present/lead the discussion at least once during the course. The details will be discussed later in class. All students

should be prepared for the case and have read the case, they will be quizzed on the case one lecture before the case study lecture.

- **Final Project:** The final project for this course constitutes written and orally presented components. By the end of the semester students working individually or 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. Writing Business Plan
5. Business pitch Presentation.

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

- **Attendance and Participation:** Every student in this course must abide by the Kuwait University Policy on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on:

http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf

This course has a significant seminar component and class participation is critical to the learning experience. Participation will be assessed in each class period. Your class participation and attendance will both contribute to your score of in-class performance.

- **Cheating and Plagiarism:** Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2). A copy of the student guide can be accessed online on:

http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf

Please carefully note all sources and assistance when you turn in your work. Under no circumstances should you take credit for work that is not yours. You should neither receive nor give any unauthorized assistance on any deliverable. If you have any questions about what constitutes “unauthorized assistance” please email me before the deliverable is submitted.

- **Writing Style:** Students must refer to MLA or APA writing style for their assignments and report writing. Refer to the English Language Center for help.

Grading

The scores in this course will be the weighted average of the following items:

Weight	Description
3%	Class Discussion
12%	Case discussion presentation and Quizzes

5%	Assignments
25%	2 Midterms
55%	Final: Written: 35%, Project:25%
100%	Total

Grade Distribution

Grade	Range
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
F	60.00 - 61.99

Course Outline

Topics

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
- Step3: build an end user profile
- Step5: 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

Important Dates

Date	Event
March 16 th , 2023	Last day to drop a course
May 4 th , 2023	Last day of classes

Undergraduate Program Learning Goals:

1. **Ethical Skills:** A CBA graduate shall be able to recognize ethical issues present in business environment, analyze the tradeoffs between different ethical perspectives, and make a well-supported ethical decision.

Student Learning Objectives:

- 1.1. Identify the ethical dimensions of a business decision.
- 1.2. Recognize and analyze the tradeoffs created by application of competing ethical perspectives.
- 1.3. Formulate and defend a well-supported recommendation for the resolution of an ethical issue.

2. **Decision Making Skills:** A CBA graduate shall be able to recognize the extent of the implications of business decisions, evaluate different proposals based on available facts, and make a well-supported business decision.

Student Learning Objectives:

- 2.1. Recognize the implications of a proposed business decision from a variety of diverse, internal and external, stakeholder perspectives.
- 2.2. Evaluate the integrity of the supporting evidence and data for a given decision based on business principles.
- 2.3. Analyze a given business decision using integrative techniques, structures, and frameworks.

3. **IT and Computer Skills:** A CBA graduate shall demonstrate capabilities in using general-purpose computer applications

Student Learning Objectives:

- 3.1. Use a word-processing application to type and format a business document.
- 3.2. Use a data-processing application to analyze or solve a business problem.
- 3.3. Use a presentation-making application to prepare a slideshow for a business issue.

4. **Communication Skills:** A CBA graduate shall be able to communicate effectively in a wide variety of business settings.

Student Learning Objectives:

- 4.1. Deliver clear, concise, and audience-centered presentations.
- 4.2. Write clear, concise, and audience-centered business documents.

5. **Analytical Skills:** A CBA graduate shall be able to apply quantitative and qualitative methods to solve business problems.

Student Learning Objectives:

- 5.1. Use appropriate tools to solve a given business problem.
- 5.2. Analyze business problems using suitable business theories and techniques.
- 5.3. Structure logic and frame quantitative analysis to solve business problems.