



BA 4137/5137 Entrepreneurship

Assoc. Prof. Dr. Adil ORAN
Dept. of Business Administration
GIMER Entrepreneurship Center

Fall 2016

General Information

- BA 4137/5137 Entrepreneurship
- Class Schedule: **TTh 16:15-17:30**
- Assoc. Prof. Dr. Adil ORAN
 - Communication:
 - Office hrs: (H114) M&T 10:15-11:30
 - Phone: (312)210-2041
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 - twitter.com/adiloran
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 - www.gimer.metu.edu.tr
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Class Web Page

- my page <http://adiloran.com/>
- Choose the appropriate links for
 - Syllabus
 - Assignments
 - Presentations
 - Book websites



Course Materials

- Eric Ries, **The Lean Startup**: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses
- Steve G. Blank and Bob Dorf, **The Startup Owner's Manual**: The Step-By-Step Guide for Building a Great Company
- Alexander Osterwalder and Yves Pigneur, **Business Model Generation**: A Handbook for Visionaries, Game Changers, and Challengers

Supplementary Material

- Bill Aulet, **Disciplined Entrepreneurship**: 24 Steps to a Successful Startup
- Clayton M. Christensen, **The Innovator's Dilemma**: The Revolutionary Book That Will Change the Way You Do Business
- Clayton M. Christensen, **The Innovator's Solution**: Creating and Sustaining Successful Growth
- Geoffrey A. Moore, **Crossing the Chasm**: Marketing and Selling Disruptive Products to Mainstream Customers
- Ash Maurya, **Running Lean**: Iterate from Plan A to a Plan That Works
- Nathan Furr and Paul Ahlstrom, **Nail It then Scale It**: The Entrepreneur's Guide to Creating and Managing Breakthrough Innovation
- John Mullins and Randy Komisar, **Getting to Plan B**: Breaking Through to a Better Business Model



Course Objectives

- Provide the student with the tools needed to plan, launch, and grow a startup business from ideas to reality.
- There is a lot of failure in entrepreneurship, those completing this course should encounter it less often.



- Students completing this course will be able to:
 - Recognize the entrepreneurial potential within themselves and others in their environment.
 - Appreciate the role of entrepreneurship within society at the level of the organization and in their own personal life.
 - Understand the process nature of entrepreneurship and ways to manage the process.
 - Identify and screen potential business ideas.
 - Understand the early stage development of a business idea into an opportunity with the potential to generate profits



Topics

- The Lean Startup
- The Canvas Business Model
- Customer Development
- Testing your Hypotheses
- Entrepreneur Visits

- FLIPPED (SEMI) CLASSROOM



Grading

Item	Points
Midterm	10
Final	10
Final Bus. Plan and Presentation	25
Team campus project	5
Individual Business Idea and Model	5
Guest Speaker Summaries	5
Story of an Entrepreneur	5
Class Participation	10
Assignments	20
Entrepreneurship Topic Video and Report	5

Class Preparation

- Read relevant material and complete assignments BEFORE coming to Class
- Come to class ready to take part in discussions
- Ask questions **whenever** you need to!



PUNCTUALITY

- PLEASE!
- Do NOT enter the classroom after class has begun (16:15)!
- This will be a great habit in your work.



Seating Chart & Name Cards

- You will be seated according to a seating chart that we will finalize by next week.
- Name cards are required (min. 25 cm wide)



E-Mail list

- The course will have an email list that is used intensively
 - updates to web content
 - changes in times
 - announcements
 - also good for asking questions
- **You are required to become a member!**
- ba4137e@yahoogroups.com
- subscribe from class web page or send an email to ba4137e-subscribe@yahoogroups.com
- Make sure I can identify you easily (If your address is not name.lastname@aaa)



e-mail communication

- The subject of your emails must always begin with the course code (BA4137)!!!
- Use proper form in your communication (Turkish is acceptable if you are writing to me directly, but use proper spelling, grammar, salutation. Practice your business correspondence skills.)
- Make sure to always keep a copy of any correspondence!!! (not just in this class)



Assignments (some of...)

- Problems Journal (each Friday by 17:00)
- Photograph (19/10)
- Social Media (24/10)
- Crowdfunding (07/11)
- SWOT (21/11)
- Udacity course completion



Again, Welcome

- I hope you enjoy the course
- ATJ

