

**MIDDLE EAST TECHNICAL UNIVERSITY**

**Department of Business Administration**

BA4137/5137 Entrepreneurship

Fall 2016

Assoc. Prof. Dr. Adil ORAN

Phone: 210-2041

**Class Hours:** TTh 16:15-17:30 (G208)

Office: H114

**Office Hours:** M 10:15-11:30, T 10:15-11:30

WWW: <http://adiloran.com/>

Email: [adiloran@metu.edu.tr](mailto:adiloran@metu.edu.tr)

**Course Materials:**

- Steve G. Blank and Bob Dorf, **The Startup Owner's Manual:** The Step-By-Step Guide for Building a Great Company
- Steve G. Blank and Kathleen Mullaney, **How to Build a Startup, The Lean LaunchPad.** [www.udacity.com/course/ep245](http://www.udacity.com/course/ep245)
- Eric Ries, **The Lean Startup:** How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses
- Alexander Osterwalder and Yves Pigneur, **Business Model Generation:** A Handbook for Visionaries, Game Changers, and Challengers

**Supplementary Material:**

- 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
- Bill Aulet, **Disciplined Entrepreneurship:** 24 Steps to a Successful Startup
- 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 Description and Objectives:**

We define an Entrepreneur as someone trying to deliver a new product or service under conditions of extreme uncertainty. This course aims to 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, we believe that those completing this course will encounter it less often.

Students in this class will work on a joint group project of their choice. They will apply customer development, lean startup approaches to their idea to validate and evolve their idea into a scalable version. They will also have a chance to develop a number of important business skills such as summarizing, analyzing and presenting material. Class participation is mandatory as good public speaking abilities will be invaluable in your career and the class is a perfect place to sharpen your skills with a minimum of cost.

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.
- Be able to use lean startup and customer development techniques to undertake business model generation and development.

**Class Preparation and Conduct:**

In addition to traditional lectures, the class will be semi-flipped with class time being used to follow-up how the groups have been testing and developing their business ideas. Students are required to come to class having read the relevant material and take part in in-class assignments and discussions. Proper preparation for the class will significantly increase your understanding of the lecture and related subject. Questions are expected and encouraged.

**Grading:**

Midterm	10 points
Final	10 points
Final Business Plan and Presentation	25 points
Class Participation	10 points
Assignments	20 points
Team METU project	5 points
Individual Business Idea and Model	5 points
Guest Speaker Summaries	5 points
Story of an Entrepreneur (video)	10 points
<b>TOTAL</b>	<b>100 points</b>

**Class Web Page:**

Can be reached from <http://adiloran.com> The web page will contain all of the class material, links to useful sites, link to the book's webpage, assignments, class notes (ppt), and grades.

**Topics to be covered**

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