

MIDDLE EAST TECHNICAL UNIVERSITY

Department of Business Administration

BA4146 Applied Innovation Based Entrepreneurship

Spring 2017

Assoc. Prof. Dr. Adil ORAN

Phone: 210-2041

Class Hours: Tuesdays 14:45-17:30

Office: H114

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Course Materials:

- **BMGen:** Alexander Osterwalder and Yves Pigneur, **Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers**
- **SOManual:** 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

Supplementary Material:

- Eric Ries, **The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses**

Course Description and Objectives:

This course will be a hands-on learning experience for students that have an innovative entrepreneurship project or are willing to join another's project. Participants will learn to work in teams, developing an initial business model for the chosen project, and then focusing on different blocks of the business model each week in order to find supporting information or disproving the many assumptions of the business model. The weekly work will include significant time (~10 hours/week) spent outside of the classroom interviewing/talking to relevant parties for that part of the business model. During weekly class sessions teams will present their new findings, any needed adjustments to the business model, and ideas about how to test the next block of the business model. Each team will maintain a blog with weekly updates about what they did that week and updates to their business model.

Learning Objectives:

- Develop team-based working skills.
- Identify and screen potential business ideas.
- Be able to develop business ideas into business models.
- Know how to test assumptions contained in business models and iterate the model and product as needed.

Class Preparation and Conduct:

The class will be a flipped class and only have a limited amount of traditional lectures. Most of the class time will be used to follow-up and provide feedback on how the groups have been testing and developing their business ideas. Students are required to come to class and take part in the weekly lessons learned presentations. Teams are required to make weekly presentations as well as maintain a blog of their weekly out-of-class activities related to the project.

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Grading:

Class Participation	15 points
Team project Blog updating work done	30 points
Weekly lessons learned presentations	25 points
Team Final Presentation	30 points
TOTAL	100 points

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 Canvas Business Model
- Customer Development
- Testing your Business Model Hypotheses

BA4146 Applied Entrepreneurship	Lecture Topic	Team Presentations (Lessons Learned)
week 1	Syllabus, Speednetworking, activity	
week 2	Business Model Canvas	presentation of project ideas
week 3	Customer Development, Minimum Viable Product	presentation of project ideas
week 4	Customer Segments	Initial team business models presented, how to test Customer Segments
week 5	Value Proposition	Lessons Learned about Customer Segments, how to test Value Proposition
week 6	Customer Relations	lessons learned about Value Proposition, how to test Customer Relations
week 7	Channels	lessons learned about Customer Relations, how to test Channels
week 8	Revenue Models	lessons learned about Channels, how to test Revenue Models
week 9	Key Activities	lessons learned about Revenue Models, how to test Key Activities
week 10	Key Resources	lessons learned about Key Activities, how to test Key Resources
week 11	Key Partners	lessons learned about Key Resources how to test Key Partners
week 12	Cost Structure	lessons learned about Key Partners, how to test Cost Structure
week 13	Presentation details	lessons learned about Cost Structure
week 14		Final Presentations