

**American University – Central Asia**  
**Business Administration Department**  
**Fall Semester, 2014/2015**

**Course Syllabus**

**BUS 311 / Contemporary Entrepreneurship**

**Number of credits:** 3

Classes per week: 2

Independent Study hours: 6

**Prerequisite:** ACN 212, MNG 302

**Class Schedule:**

|         |                     |
|---------|---------------------|
| Tuesday | 13:00 (#312)        |
| Friday  | 10:50 (#312 / #225) |

**Language:** English

**Lecturer:** Alibek A. Ismankulov, M.A.

**Contact Information:**

Lecturer e-mail: [alibek.ismankulov@gmail.com](mailto:alibek.ismankulov@gmail.com)

BA Office: Room 202/1

Telephone: 66-15-17

Cell phone: 0-(555)-755-757

Contact hours: by appointment

## **Course Description**

This course exposes the student to the challenges, problems and issues faced by entrepreneurs who start new ventures, especially in the Kyrgyz economic system. Students learn how to identify and evaluate business opportunities, develop a business concept and marketing plan, assess and obtain the required resources, manage the growth of new ventures and exit strategies. Students may receive credit for either BUS 311 or BUS 312.

## **Course Introduction**

This course will introduce senior students of BA department to the concept of entrepreneurship in World and in Kyrgyzstan in particular, providing insight into entrepreneurial processes – from finding and evaluating good business opportunities to new venture start-ups and growth issues, entrepreneurial behavior, a critical success factor in new venture creation. Students will also learn key entrepreneurial concepts through lecture material, experiential learning, videos, and interaction with successful entrepreneurs.

## **Course Goals and Objectives**

This course is designed to help students develop a thorough understanding of entrepreneurial process and its components and develop the ability to generate and assess venture ideas. Students should be able to apply theory, concepts, and ideas presented in class to their own business ideas, understand practical small business operational issues, develop business plans, understand how and where to find funding for their startups. They will also meet many entrepreneurs as guest speakers during the course and be able to learn from their examples and make contacts with them.

## **Methodology**

The lectures are delivered in interactive form in English and are accompanied with power Point presentations. All lecture presentations along with briefs notes (weekly according to subjects covered) are provided on the AUCA electronic resources in Business Administration Section / BUS 311

«Contemporary Entrepreneurship» folder. Students bear individual responsibility for taking notes during classes, study of the materials from the mentioned resource and must use information provided in preparations to classes. The whole set of information might be used for assessment of students knowledge, including tests, is included in the curriculum, apart from home assignments subject for coverage and clarification in classes. The course includes also a number of mandatory readings to be assigned during classes. Mandatory readings are mentioned within the lecture notes and will be included into tests coverage. In this case the readings will be provided on the resources in pdf form, as the AUCA library doesn't have sufficient number of textbooks required.

The course doesn't imply any significant differences between the currently widely use scheme of lectures and seminars. Every class implies certain amount of information provided by the instructor followed by pairs or group discussions, or individual exercises.

Due to the fact the course is taught in English students are supposed to have sufficient level of English to be able to follow lectures and read relevant information, make contributions to discussions in classes. However, the essence of comments or responses makes up the subject for evaluation by the instructor, not the language. Therefore, students are encouraged to make individual contribution to the class in the form of verbal comments or responses even if there is any insecurity available due to language constraints or communication apprehension.

The main objective of the course participation is to insure that the course involves all students in meaningful discussion in the lectures and the seminars. Attendance points are provided.

### **Attendance and Participation**

By registering for this course, students have made a commitment to participate in the course lectures and seminars as well as other course related activities. To contact the professor, an appointment is necessary at prior notice or within the mentioned office hours. For that, please use the available e-mail address.

Attendance WILL be appreciated in points. However, there may be periods when a student must be physically absent from the classroom. During such periods, the student maintains the responsibility to obtain information concerning the material covered and upcoming assignments. All students are expected to adhere to the AUCA Honor Code and other general rules of etiquette.

### **Academic Dishonesty**

As defined, academic dishonesty is a "failure to maintain academic integrity." Failing to maintain academic integrity includes obtaining or giving help on an examination, doing work for another student, and plagiarism.

Plagiarism is a serious issue in academic settings. There is a general rule for avoiding plagiarism: never attempt to pass off another's work as your own. More specific guidelines are:

- Do not copy words from any source without quoting and citing that source. The quotation should be reproduced in the exact manner in which the quote is taken.
- Do not use the ideas, concepts or opinions from any source without citing that source. Included are key terms, technical concepts and original views.
- Paraphrasing is acceptable; however, one must take care to cite the source and not misrepresent the original thesis. Paraphrasing often is the area in which most charges of plagiarism result.

Students are expected to maintain high ethical standards in all their courses. All cases of academic dishonesty will result in a failing grade and will be referred to the Chair, Business Administration Department for administrative review.

### **Academic Policies**

Academic Policies are not course specific and therefore are created and maintained separately from this syllabus. One may examine AUCA Academic Policies in the AUCA Catalog.

### **Course Requirements**

#### Take-home Assignments:

The curriculum of the course involves envisages individual hometasks, which are delivered only once according to the curriculum timelines as a substitution to midterm and final exams. The information about the task in each test is not provided in advance. Students must follow rules of academic honesty and ethics, in particular, no copying is allowed during testing. If these cases revealed the tests results are annulled, repeated testing/other written tasks are not provided.

Subjects covered within each task are stated in the curriculum, and is be specified/itemized on a lecture prior to test. The information provided within relevant lecture notes on the AUCA electronic resources («BUS 311» «Contemporary Entrepreneurship» page) is to be studied by students and will be used within assignments, including hard and soft handouts, and compulsory readings provided as home assignments circulated during lectures and seminars. Each lecture note mentions compulsory readings. The students must refer to the materials, provided on the AUCA resources.

The midterm take-home assignment will be administered in the middle of the course and makes up 40 percent of the final grade. The final take-home group project will be administered during the final week of the course and makes up 40 percent of the final grade.

Hometasks are submitted to the instructor through emails ONLY with files attached. Students must include «Hometask» in the subject line, the attachment title must follow the pattern:

“Hometask\_LastName”.

Students are STRONGLY recommended to keep soft or hard copies of the home assignments provided to the instructor. For that, students might be open an additional email box on any free-mail websites to secure enough storage capacity (as AUCA mailbox might not be enough for that to keep the files sent to the instructor and providing an opportunity to refer back to the sent messages to demonstrate the hometask sent within set deadlines, if needed. Failure to immediately provide soft or hard copies of your hometasks upon request of the instructor leads to 0 points within the relevant grading component.

Textbooks:

Textbooks used for reading during the course include, but not limited to the following list:

|                      |  |
|----------------------|--|
| Робинсон             | Как найти свое призвание                       |
| Шульц                | Как чашка за чашкой строилась Старбакс         |
| Котлер               | Латеральный маркетинг                          |
| Blank, Dorf          | Startup Owner's Manual                         |
| Кауфман              | Сам Себе MBA                                   |
| Митин, Хомич         | Идея на миллион. 100 способов начать свое дело |
| Уолтон               | Сделано в Америке – Как я создал Wal-Mart      |
| Trout                | Marketing Warfare                              |
| Porter               | Competitive Strategy                           |
| Covey                | The Seven Habits of Highly Effective People    |
| HBR article          | What is Strategy?                              |
| Kim, Mauborgne       | Blue Ocean Strategy                            |
| Osterwalder, Pigneur | Business Model Generation                      |
| Arhangelsky          | Time-Drive                                     |
| Prentice             | Integrated Time Management                     |
| Ferris               | Four-Hour Workweek                             |
| Allen                | Getting Things Done                            |

Instructor reserves the right to modify, update and expand the list of reading materials during the period of the course according to circumstances in order to improve students' quality of understanding the material.

### Grading Information

Grades will be based upon:

|                                   |                |
|-----------------------------------|----------------|
| Active participation in classes   | 10 pts         |
| Presentation of a guest lecturer  | 5 pts          |
| Daily business ideas              | 5 pts          |
| Presentation of a group project 1 | 40 pts         |
| Presentation of a group project 2 | 40 pts         |
| <b>Total:</b>                     | <b>100 pts</b> |

While final calculation of points to make final assessment for the course if decimal digits are available and equal to or exceed 0.4 points, the integer is to be rounded up to the next higher integer. For example, if total score makes up 85.4 and more up to 86, then the final assessment is rounded to 86 points.

AUCA Business Administration Department Grading Scale:

|    |          |    |         |
|----|----------|----|---------|
| A  | 100 - 93 | C  | 76 - 73 |
| A- | 92 - 90  | C- | 72 - 70 |
| B+ | 89 - 87  | D+ | 69 - 67 |
| B  | 86 - 83  | D  | 66 - 63 |
| B- | 82 - 80  | D- | 62 - 60 |
| C+ | 79 - 77  | F  | 59 - 0  |

The grade of **C** is assigned when a student's performance is "satisfactory". This represents a student that has understood the subject material, shows reasonable competence, and conforms to the minimum requirements.

The grade of **B** represents "good scholarships." This identifies a student that has performed at a higher than satisfactory level, exhibits proficient use of course related terminology, and deals with challenging topics.

The grade of **A** is assigned for "outstanding scholarship." This is reserved for those students that have shown distinction in their performance, advance the general understanding of the material, and apply both terminology and principles in completing course related assignments.

In order to receive full credit, assigned work must be submitted before the scheduled submission deadline. Therefore, students keeping up with the course work and submitting assignments on time is essential. **Late assignments will NOT be accepted for grading.** Absence from class on the scheduled test or presentation and final examination dates does not imply a make up test or final examination will be administered. If commitments make submitting assignments on schedule impossible, students must consult with the instructor in advance to make other arrangements. Failure to plan on your part does not constitute an emergency on the part of the instructor.

### **Tentative Discussion Schedule**

- |                 |   |
|-----------------|---|
| <i>Topic 1</i>  | Introduction to Entrepreneurship.                             |
| <i>Topic 2</i>  | Push & Pull Strategies. Product satellites and customization. |
| <i>Topic 3</i>  | Business Idea Assessment and Criteria.                        |
| <i>Topic 4</i>  | Strategy: Definition, Mistakes, Goals.                        |
| <i>Topic 5</i>  | Business Models. Business Model Generation.                   |
| <i>Topic 6</i>  | Business Model Canvas.  |
| <i>Topic 7</i>  | Value Proposition.  |
| <i>Topic 8</i>  | Customer Segments.  |
| <i>Topic 9</i>  | Channels. Customer Relationships.                             |
| <i>Topic 10</i> | Revenue Model. Partners. Resources, Activities, Costs.        |

|                  |                                     |
|------------------|-------------------------------------|
| <i>Project 1</i> | Project 1: Business Model Canvas    |
| <i>Topic 11</i>  | Startup Team.                       |
| <i>Topic 12</i>  | Finding Funding for your Startup.   |
| <i>Topic 13</i>  | Entrepreneurial Time Management     |
| <i>Project 2</i> | Presentation of Final Group Project |

**Guest Speaker List:**

|                              |  |
|------------------------------|--|
| <i>Alima Ismankulova</i>     | Fresco (Production, Retail).                                 |
| <i>Brad Brenneman</i>        | Sierra Coffee (HoReCa, Retail, Wholesale)                    |
| <i>Bolushbek Abdyjaparov</i> | World Education (Education, International)                   |
| <i>Aziz Sharsheev</i>        | Okinawa (Production, Agriculture, Mining)                    |
| <i>Andrei Ligai</i>          | Green Flip-Flop Design (IT, Web Design, SMM)                 |
| <i>Petr Ten</i>              | ESTO Consulting (Consulting, Event Management)               |
| <i>Ruslan Karabukaev</i>     | Namba Media (Mass Media, SMM, Taxi, Startups)                |
| <i>Atabek Sadyrov</i>        | Bonezkiy Lab, Deta Consulting (Laboratory, Consulting)       |
| <i>Alibek Ismankulov</i>     | OptiCo Group, EMH, SVG (Retail, Distribution, Medical Serv.) |

**Additional requirements:**

Please, respect others, in particular, by switching OFF all ALERTS of your mobile phones, including vibrating alerts. If you must answer an incoming call, please leave the classroom quietly. No mobile phones are allowed for tests!

If late, take the nearest seat quietly. If early leave or late coming is needed, inform the instructor in advance and state the reason.

If required the present curriculum may be altered or amended.



Creative proposals from students are welcomed, including active participation and use of additional materials and practical examples on the issues and subjects under discussion.

**The professor reserves the right to modify any and all portions of this syllabus at any time during the period of the course.**