

BUS357 Starting and Managing a Business

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

Synopsis:

BUS357 Starting and Managing a Business provides students with fundamental knowledge of entrepreneurship and its value to society, markets, and to individual entrepreneurs who innovate. The course provides an explanation of the entrepreneurial mindset and characteristics that drive success. It also provides tools to help entrepreneurs identify and act upon opportunities and able to swiftly pivot when required to. Students will get a first-hand experience of how it is like to build a start-up, from having an idea to validating it to pitching the idea to investors. Students will form groups to brainstorm business ideas and go through the process of validating and testing the idea and coming up with a prototype and eventually prepare a pitch for investors. The course would also discuss frameworks for (i) strategic, financial, legal, and business planning to start and develop a business, and (ii) exit strategy for the entrepreneur.

Topics:

- Entrepreneurship and starting a business
- Identifying business ideas and pain points
- Lean start-up models: problem hypothesis and testing assumptions
- Validating the ideas and pivoting
- Business models: lean canvas, customer segments, value proposition, income stream and cost drivers
- Business plans: traditional vs start-up
- Lean marketing and financing
- Introduction to social enterprises
- Legal framework and eco-systems
- Crises Management: reacting to setbacks/crises
- Going global and introduction to cultural intelligence
- Business valuation and pitching for funding

Textbooks:

Frederick, H.H., Kuratko, D.F.: Entrepreneurship – Theory, Process, Practice 5 Cengage
ISBN-13: 9780170286145

Learning Outcome:

- Analyse opportunities for entrepreneurship, including social entrepreneurship, and identify customer pain points.
- Appraise and validate business ideas and assumptions using 'lean start-up methods'.
- Construct business models and business plans for new start-ups and traditional business, including regulatory frameworks.
- Apply the essential knowledge and interpersonal skills to work effectively in a team.
- Demonstrate proficiency in writing a business plan.
- Practise making oral presentations in class or recorded video in areas related to starting and managing a business, including pitching to investors.

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-COURSE QUIZ 1	2
	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	TUTOR-MARKED ASSIGNMENT 1	18
	GROUP BASED ASSIGNMENT 1	20
	PARTICIPATION 1	6
Overall Examinable Components	ECA-REPORT	32.50
	ECA-POWERPOINT	5
	ECA-VIDEO	12.50
Total		100

Assessment Strategies (Online Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	PRE-COURSE QUIZ 1	2
	DISCUSSION BOARD 1	10
	GROUP BASED ASSIGNMENT 1	10
	PARTICIPATION 1	6
	TUTOR-MARKED ASSIGNMENT 1	18
Overall Examinable Components	ECA-POWERPOINT	5
	ECA-REPORT	32.50
	ECA-VIDEO	12.50
Total		100

