

BA4137/5137 Entrepreneurship  
Course Schedule (WF 08:40-10:15 G108 and online)

<b>Instructor:</b>	Adil ORAN
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<b>Office Hours:</b>	W 14:40-15:30 and Th 10:30-12:00, or by appointment
<b>Course Web Page:</b>	<a href="http://adiloran.com/">http://adiloran.com/</a> and ODTUclass
<b>Course Description:</b>	
<p>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.</p> <p>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.</p>	
<b>Course Student Learning Objectives: (CSLOs)</b>	
<p><i>Upon successful completion of this course, students should be able to:</i></p> <p><b>Course Specific Skills:</b></p> <ol style="list-style-type: none"> <li>1. Identify and screen potential business ideas.</li> <li>2. Be able to develop business ideas into business models.</li> <li>3. Know how to test assumptions contained in business models and iterate the model and product as needed.</li> <li>⋮</li> </ol> <p><b>Discipline Specific Skills:</b></p> <ol style="list-style-type: none"> <li>4. Understand the significant role of innovation based entrepreneurship.</li> <li>5. Develop the skills and learn the tools to increase the likelihood of becoming a successful entrepreneur.</li> <li>⋮</li> </ol> <p><b>Personal and Key Skills:</b></p> <ol style="list-style-type: none"> <li>6. Develop problem solving skills.</li> <li>7. Develop writing and discussion skills.</li> <li>8. Learn to apply the abstract concepts learned in the classroom to real world cases.</li> <li>9. Develop team-based working skills.</li> <li>⋮</li> </ol>	
<b>Learning and Teaching Methods:</b>	
<p>In addition to traditional lectures, the class will have an applied component with some class time being used to follow-up how the groups have been testing and developing parts of their business ideas. A number of Entrepreneur Guest Speakers will be invited throughout the semester to share their experiences. Students are required to come to class and take part in the discussions. Each student will take part in 2 team projects. Short assignments will be given almost every week.</p>	
<b>Required Reading:</b>	
<ul style="list-style-type: none"> <li>• Alexander Osterwalder, 2013. "A Better Way to Think About Your Business Model" Accessed online at <a href="https://hbr.org/2013/05/a-better-way-to-think-about-yo">https://hbr.org/2013/05/a-better-way-to-think-about-yo</a></li> <li>• Steve Blank, 2013. "Why the Lean Start-Up Changes Everything." Accessed online at <a href="https://hbr.org/2013/05/why-the-lean-start-up-changes-everything">https://hbr.org/2013/05/why-the-lean-start-up-changes-everything</a></li> </ul>	

- Eric Ries, Hypothesis-Driven Entrepreneurship: The Lean Startup <https://hbr.org/product/hypothesis-driven-entrepreneurship-the-lean-startup/812095-PDF-ENG>
- 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)

#### Suggested Reading:

- Bill Aulet, **Disciplined Entrepreneurship**: 24 Steps to a Successful Startup.
- John Mullins, **The Customer-Funded Business**: Start, Finance, or Grow Your Company With Your Customers' Cash.
- Eric Ries, **The Lean Startup**: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses.
- 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

#### Assessment and Grading:

Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by the assessment	Feedback Method
Class Participation	10	Attendance and Class participation	1-8	Written and oral
Midterm Exam	10	2-3 page essay	1-8	Written
Final Exam	10	2-3 page essay	1-8	Written
Final Business Plan and Presentation	20	Comprehensive report and presentation	1-9	Written and oral
Various Assignments	50	Weekly Assignments of various lengths	1-9	Written

No "extra" work above the aforementioned will be accepted or credited.

**Incompletes:** A grade of incomplete will not be granted except for the most extreme circumstances and only after stringent verification and approval by the Department. A grade of incomplete will be granted only as a result of circumstances beyond the student's control. A grade of "I" is not given in lieu of an "FF".

#### Course Policies:

**Class Participation:** The students will be assigned readings from the textbook and are expected to come to class prepared and ready to take part in class discussions. Therefore, attendance is strongly recommended in this class. Past experience repeatedly demonstrated that students who regularly attend class and read the chapter assignments perform significantly better than students who have an intermittent attendance and/or who do not keep current in reading the chapters.

**Team Final Project:** The final project will present the idea, how it evolved and what the final version has become. A report and a presentation is required.

**Assignments:** Explanations for each entrepreneurial assignment will be provided separately and submitted by the due dates.

**STUDENT DISABILITIES:** Any student, who, because of a disabling condition, may require special arrangements in order to meet course requirements, should contact the instructor as soon as possible. Students should present the appropriate documentation from the university's Disability Support Office (Engelsiz ODTÜ Birimi, ODTÜ Kütüphanesi, Solmaz İzdemir Salonu, Tel: 210.7196; [engelsiz@metu.edu.tr](mailto:engelsiz@metu.edu.tr)) verifying their disability, and outlining the special arrangements required. Please note that no

accommodations will be provided to the disabled students prior to the completion of this approved University process.

**ACADEMIC DISHONESTY:** The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the department and the BA/MBA/MSc degree and demean the honest efforts of the majority of the students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.

**CHEATING:** All university, faculty/institute, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure of the course and referral of the case to the Dean of the Faculty/Institute for additional disciplinary action. Examinations are individual and are to be completed without outside assistance of any sort. Persons observed cheating during examinations will receive a failing grade in the course. Homework assignments are individual, unless otherwise specified by the instructor, and are to be completed without outside assistance of any sort, as well. Persons observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade that is allocated to such assignments.

**PLAGIARISM:** The instructor assumes that students will do their own work. By placing their names on assignments (individual or team), students are affirming that the contents are their original work. Any previous work available from files or past students, as well as materials available on the internet may be used only as a suggestive model. Violation of this provision will be considered as unethical behavior, subject to disciplinary action. If you have any doubt about the use of a specific material, see the instructor ahead of time. Any material used from outside sources should be referenced appropriately.

#### **METU HONOR CODE**

Every member of METU community adopts the following honor code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted.

"The members of the METU community are reliable, responsible and honorable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of facts, data and documents."

**CIVILITY IN THE CLASSROOM:** Students are expected to assist in maintaining a classroom environment which is conducive to learning. In order to assure that all students have an opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from using laptop computers and cellular phones, making offensive remarks, reading newspapers, sleeping, or engaging in any other form of distraction. Inappropriate behavior in classroom shall result, minimally, in a request to leave class.

Past observations showed that the METU classroom experience is improved when the following are true:

**Students arrive on time.** Timely arrival ensures that classes are able to start and finish at the scheduled times. Timely arrival shows respect for both fellow students and faculty and it helps to create a better learning environment by reducing avoidable distractions.

**Students are fully prepared for each class.** Much of the learning in this course takes place during classroom discussions. When students are not prepared, they cannot contribute to the learning process. This affects not only the individual but also the classmates who count on them.

**Students respect the views and opinions of their colleagues.** Disagreement and debate are encouraged; however, intolerance for the views of others is unacceptable.

**Laptops, phones and wireless devices are turned off.**

**STUDENT EXCUSES:** Unless you inform me in advance, I will not excuse you from any of the grade requirements. At the same time, this does not mean that I will allow you to miss a test or an assignment with any excuse that you present to me. Please note that the excuse is acceptable for only the most extreme circumstances and only after stringent verification and approval by the Department.

KNOW YOUR RIGHTS AND RESPONSIBILITIES! <http://oidb.metu.edu.tr/en/academic-rules-and-regulations>

NOTE THE IMPORTANT DATES ON THE ACADEMIC CALENDAR! <http://oidb.metu.edu.tr/en/academic-calendar>

The instructor assumes that students who attend the next class have understood and accepted to agree with all the requirements and rules of this course.

The following table gives the tentative schedule for the semester. The lectures will stress the most important and/or most difficult material. Appendices are required only if they are assigned. The students are required to read the chapters and appendices before they are covered in class.

Tentative Course Schedule			
Week	Topic	Reading/ Assignment	CSLO
1	Syllabus, Class activity		1,2,4,5,7,8
2-3	Introduction to Entrepreneurship		1,2,4,5,7,8
4-8	Business Model Canvas Lean Startup Customer Development Customer Interviews	Completing assigned readings, weekly assignments	1-9
9	Team Local Project	Carrying out customer discovery on target market, presenting findings	1-9
10	Entrepreneurship Project ideas	presentation and evaluation of individual project ideas	1-9
11	Entrepreneurship Project teams	evaluation of individual project ideas and team formation	1-9
12	Entrepreneurship Project presentations	Initial TEAM business models presented, how to test Customer Segments	1-9
13-14	Project work	Testing and iteration of project ideas	1-9
Finals	Submission and Presentation of Final project	Final report submitted and presentation completed	1-9