

Please note: This is a preliminary syllabus and is subject to change. It provides useful introductory detail and additional course insight as you prepare for the application process.

MGMT 0002: Principles of Entrepreneurial Management

Course Description & Objectives

Principles of Entrepreneurial Management is designed to provide students with an undergraduate-level entrepreneurship and innovation curriculum to prepare them for real-world entrepreneurial ventures. This course provides a foundational understanding of entrepreneurship, exploring the essential skills, mindset, and knowledge needed to start and grow a successful business. Topics include idea generation, business planning, financing, marketing, and management. Learning activities include a mix of readings, discussions, and analysis of case studies on entrepreneurial decision-making.

Course Overview

By the end of the course, students will:

1. Analyze common dilemmas faced by entrepreneurs.
2. Apply decision-making frameworks to real-world business problems.
3. Evaluate business opportunities and entrepreneurial strategies through case studies.
4. Develop skills in leadership, team building, and stakeholder management.
5. Understand key challenges in financing and scaling a startup.
6. Engage with ethical and legal considerations in entrepreneurship

Course Materials

Textbook and Readings:

1. "The Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup" by Noam Wasserman
2. "The Lean Startup" by Eric Ries
3. "Business Model Generation" by Alexander Osterwalder and Yves Pigneur

Supplementary Readings: Each class has a selection of required and supplementary readings. Students are highly encouraged to engage as many of the Further readings as they can to further their knowledge. All course material beyond required texts can be accessed for free online. All other readings and video links are available on Canvas.

Tentative Course Content & Schedule

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1	Introduction to Entrepreneurship
2	Idea Generation and Opportunity Recognition Case Study, Dropbox Required Reading: 'The Lean Startup' by Eric Ries, Chapters 1-2 The Power of Design Thinking in Innovation - Harvard Business Review Case Study: Dropbox: It Just Works (HBS Case Study No. 809-099)
3	Market Research and Feasibility Analysis Required Reading: 'Business Model Generation' by Alexander Osterwalder and Yves Pigneur, Chapter 3 TED Talk: 'The Single Biggest Reason Why Startups Succeed' by Bill Gross
4	Business Models and Business Planning Case Study, Airbnb Required Reading: 'Business Model Generation' by Alexander Osterwalder and Yves Pigneur, Chapters 4-5 Understanding Business Models - MIT Sloan Management Review Case Study: Airbnb: What's Next? (HBS Case Study No. 812-007)
5	Financing Your Business Required Reading: 'Start with Why' by Simon Sinek, Chapters 3-4
6	Marketing for Startups Case Study: Zara Required Reading: 'The Lean Startup' by Eric Ries, Chapters 5-6 TED Talk: 'How to Get Your Ideas to Spread' by Seth Godin Case Study: Zara: Fast Fashion (HBS Case Study No. 703-497)
7	Operations Management Required Reading: 'The Lean Startup' by Eric Ries, Chapter 7
8	Legal Issues and Ethics in Entrepreneurship Case Study: Theranos Required Reading: 'Business Model Generation' by Alexander Osterwalder and Yves Pigneur, Chapter 6 Ethical Challenges in Entrepreneurship – Forbes Case Study: Theranos: Who Has Blood on Their Hands? (HBS Case Study 619-039)
9	Growth Strategies Required Reading:

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‘Start with Why’ by Simon Sinek, Chapter 5

TED Talk: ‘The Surprising Habits of Original Thinkers’ by Adam Grant

10	Pitching Your Business Case Study: Uber Required Reading: ‘The Lean Startup’ by Eric Ries, Chapter 8 TED Talk: ‘Pitching to VCs’ by David Rose Case Study: Uber: Changing the Way the World Moves (Wharton Case Study)
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11 **Guest Speakers and Case Studies**

12 **Final Project Presentations**

Assessments & Grading

Students will be required to attend all synchronous class sessions. Your final score will be determined by your class participation, discussion exercises, write-ups, group project, and the final exam grades, with the following weights:

	% of total
1. Participation and Attendance	15
2. Weekly Response Papers	30
3. Case Study Discussion Leadership	20
4. Final Paper	35

Late Submission Policy: Without an excused reason approved at least 24 hours in advance, all assignments are due by the due date posted on Canvas. Late assignments will be marked down 10% for every 24 hours past the due date. No late assignments will be accepted 72 hours (3 days) after due date.