

<b>Department:</b> Business Administration		<b>Program:</b> MBA	
<b>Course Name</b>	Start Up Management	<b>Course Code</b>	BUS 633
<b>Pre-requisite</b>	Not Applicable	<b>Credit Hours</b>	3
<b>Brief Description</b>			
<p>➤ This course seeks to provide an understanding of how to transform start-up ideas into viable commercial businesses. Students will understand the importance of a good value proportion and the essential elements of having a sound revenue model. The course will involve studying various business models and business plans. Students will also create their own business plan during practicum.</p>			
<b>Course Objectives</b>			
<p>After completion of this course the student will be able to:</p> <ul style="list-style-type: none"> <li>➤ Discuss the basic concepts of start-up management.</li> <li>➤ Compare and contrast different product development strategies for solutions to business problems.</li> <li>➤ Describe the essential elements of a unique business idea.</li> <li>➤ Illustrate how to set up and manage start-up teams (employed or contracted) and a team culture.</li> <li>➤ Analyze how to develop a marketing plan and the importance of building a brand.</li> <li>➤ Access the importance of creating a marketing plan.</li> <li>➤ Discuss a start-up idea and create a business plan.</li> <li>➤ Compare and contrast the various funding avenues for startups like angel investors, crowdfunding, equity investment etc.</li> </ul>			
<b>Course Learning Outcomes</b>			
<ul style="list-style-type: none"> <li>➤ Distinguish between concepts, principles, and theories of Start Up Management</li> <li>➤ Apply the concepts, principles, and theories in different Start Up Management situations</li> <li>➤ Demonstrate written communication skills in Start Up Management</li> <li>➤ Have oral communication skills in Start Up Management</li> <li>➤ Have skills of using computer applications in Start Up Management</li> <li>➤ Have scientific research skills in the field of Start Up Management</li> <li>➤ Have the skills of critical thinking and analysis in the fields of business</li> <li>➤ Have the skills in strategic thinking and finding solutions in Start Up Management</li> <li>➤ Believe, and practice sustainability in Start Up Management</li> <li>➤ Have the skills of leadership, teamwork, and decision making in Start Up Management</li> <li>➤ Have the ability to distinguish between ethical issues in Start Up Management</li> <li>➤ Have the competence of social responsibility in the fields of Start Up Management</li> <li>➤ Have the competence to deal with cultural diversity in Start Up Management</li> </ul>			
<b>Course Topics</b>			
<ul style="list-style-type: none"> <li>➤ Risk assessment: How to identify competition from within and outside the industry</li> <li>➤ Identifying the various barriers to entry for start-ups</li> <li>➤ The importance of developing a sound business model</li> </ul>			

- Determining the exit options in your plan
- Team building: How to build winning teams for start-ups
- The importance of developing the right culture in start-ups
- When to hire employee's vs contractor's vs crowdsourcing
- Setting product or service pricing for your business
- The challenges of developing a marketing plan for a start-up
- How to conduct a brand building exercise?
- Raising capital for start-ups: Challenges and opportunities
- Finding angel investors

### Text Book

- Deeb, G. and Red rocket venture (2013). 101 Start Up Lessons: An Entrepreneur's handbook, Available at <https://books.google.com.sa/books?id=eR7bAQAAQBAJ&printsec=frontcover#v=onepage&q&f=false> .

### Additional References

- Osterwalder, A and Y Pigneur (2020). Business Model Generation. Rio de Taneir, Alta Books.
- Blank, S. and Dorf, B. (2020). The startup owner's manual: The step-by-step guide for building a great company. California, John Wiley & Sons.

### Online Resources

- [https://otd.harvard.edu/upload/files/OTD\\_Startup\\_Guide.pdf](https://otd.harvard.edu/upload/files/OTD_Startup_Guide.pdf)
- <https://hbswk.hbs.edu/item/founders-with-a-hands-on-management-style-grow-stronger-companies>
- <https://hbr.org/2016/03/start-ups-that-last>

### Course Outline

Week	Hours	Topics	Remarks
1	3	Introduction to the course, Assessment and expectations from the students, Ideas and opportunities, Risk assessment and drivers for start-ups	
2	3	Risk assessment: How to identify competition from within and outside the industry	
3	3	Identifying the various barriers to entry for start-ups	
4	3	The importance of developing a sound business model: The perks of business model innovation	
5	3	Determining the exit options in your plan	
6	3	Team building: How to build winning teams for start-ups	
7	3	The importance of developing the right culture in start-ups	
8	3	<b>Midterm Exam</b>	
9	3	When to hire employees vs contractors vs crowdsourcing	
10	3	Setting product or service pricing for your business: Challenges and opportunities	
11	3	The challenges of developing a marketing plan for a start-up	

12	3	How to conduct a brand building exercise	
13	3	Raising capital for start-ups: Challenges and opportunities	
14	3	Finding angel investors: How to approach venture capitalist or angel investors, the importance of a good pitch	
15	3	The importance of flexibility and persistence in the journey of start-ups: Launching fast /failing fast	

Measurement and Assessment Tools														
Assessment Tools	Grades	Week	Knowledge	Skills						Values				
			Identify and apply	Written	Oral	Information Technology	Research	Critical thinking	Strategic thinking	Sustainability	Leadership	Ethics	Corporate Social responsibility	Cultural diversity
Midterm Exam	20	9	X											
Case Study	10	12		X				X	X	X	X	X	X	X
Project	20	15		X		X	X	X	X	X	X	X	X	X
Presentation	10	15			X	X								
Final Exam	40	TBD	X											
Total	100													

Approved by Department Chair	Date of Approval

Additional Information: Updated every Semester by Course Instructor	
Course Instructor	
Department	
Phone No.	
Extension No	
Email	