

## Course Outline

<b>Course number</b>	<b>RBE267</b>				
Course title	Law and Entrepreneurship				
Credit points	3 ECTS (2 CP)				
Total hours	30				
Lecture hours	15				
Seminar and other hours	15				
Course level	Bachelor				
Prerequisites	None				
Category	Mandatory		<b>Restricted elective</b>	<b>X</b>	Free elective

### COURSE RESPONSIBLE

<i>Name</i>	<i>Academic degree</i>	<i>Academic position</i>
Aravamudhan Ulaganathan Ravindran	PhD Candidate	Visiting Lecturer

### COURSE ABSTRACT

The course is a practical in nature and aids in developing an entrepreneurial idea by providing the skills and knowledge necessary for such endeavour. The course briefly explains the necessities of starting a business in fifteen (15) jurisdictions across the globe. The course balances between the basic legal requirements of starting a business in the said jurisdictions, with universal skills and knowledge necessary to start a business.

The structure of the course is designed to provide experience that is needed to start a business in real life. Students undertaking the course will be required to start a mock business in of the fifteen (15) jurisdictions chosen for the purpose of the course. This will be a team exercise, since successful start-ups in real life is comprised of functional teams. The process of starting a company begins with ideation followed by market research and business plan. The business plan is put into action by developing the product or service. The costs that arise during the research, development and running the enterprise is covered either by self-financing or through raised capital from investors or lenders. The product is launched and if successful, the next stage is growth and expansion. This course takes the participants through the entire process in a time frame of six weeks. **The course is premised on the notion that entrepreneurship can be taught and anyone can pick the skills to start a new venture.**

### COURSE OBJECTIVES

The participants that have completed the course should possess the skills and knowledge necessary to start a business in real life. The course should also provide them with confidence and morale necessary to face situations that they might run into while starting their business.

The course is designed to be practical in nature. However, this does not mean the complete absence of academic and theoretical knowledge. The course uses the mock start-up ecosystem to ingrain the fundamentals of entrepreneurship. Hence, the completion of the course would have provided a balanced and holistic approach to learning law and entrepreneurship.

### COURSE REQUIREMENTS

The course requires an active and mandatory participation throughout the course. All elements of the grading criteria need to be passed to complete the course. Assessment is continuous and constant. Participants are required to actively participate in the start-up simulation to be eligible for the report submission, which acts as the final exam for the course.

## GRADING CRITERIA

Criteria	Weighting
Business simulation, assignments	50%
Presentation	10%
Report with Business Analysis	40%

## COURSE PLAN – MAIN SUBJECTS

No.	Main subjects	Planned hours
1	Law	9
2	Entrepreneurship	21

## COURSE PLAN – SESSIONS

Session	Session subjects and readings	Lecture/seminar
1	<b>Introduction to Entrepreneurship</b> Introduction to Entrepreneurship - Recognizing Opportunities and Generating Ideas  <i>Creation of Groups</i>  <i>Read Barringer: Ch.1-2</i>	Lecture/seminar
2	<b>Developing successful business idea</b> Developing successful business idea, feasibility analysis, development of user profile and customer identification, importance of good new-venture team.  <i>Registering product/ service</i>  <i>Read Aulet: Steps 0,1,3,9</i>	Lecture/seminar
3	<b>Legislation and Intellectual Property.</b> Countries: Canada (Specific provinces can be chosen), Denmark, Estonia, Germany, Hong Kong, Iceland, Ireland, Japan, New Zealand, Panama  <i>Refer to the links provided in class</i>	Lecture/seminar
4	<b>Legislation and Intellectual Property. Part-II</b> Countries: Singapore, South Korea, Switzerland, UK, USA (California/ Colorado/ Delaware/ Massachusetts/ New Hampshire/ Texas/ Wyoming)  <i>Refer to the links provided in class</i>	Lecture/seminar
5	<b>Industry and competitor analysis, selecting the right market.</b> Researching and choosing the legislation. Market segmentation. Defining customer.  <i>Read Barringer: Ch.5</i>	Lecture/seminar
6	<b>Costs</b> Calculation of the lifetime value, cost of customer acquisition, defining the minimum viable business product (LTV, COCA, MVBP)  <i>Read Aulet: Steps 17,19,22</i>	Lecture/seminar
7	<b>Assessment and Viability</b> Assessing a New ventures financial strength and viability. High-level product specifications.  <i>Read Aulet: Steps 7</i>	Lecture/seminar
8	<b>Business Model and Business Plan.</b> Developing an effective business model, writing a business plan  <i>Read Barringer: Ch.6</i>	Lecture/seminar

<b>Session</b>	<b>Session subjects and readings</b>	<b>Lecture/seminar</b>
9	<b>Marketing and Sales</b> Unique marketing issues, pricing frameworks, map of the sales process to acquire the customer.  <i>Read Aulet: Steps 16,18</i>	Lecture/seminar
10	<b>Financing and Funding</b> Getting financing and funding. Pitching. (Investors, business accelerators, FFF, funding support projects, financial institutions etc.)  <i>Read Barringer: Ch.10</i>	Lecture/seminar
11	<b>Financing and Funding – Part II</b>	Lecture/seminar
12	<b>Presentations – Pitching the Idea, Getting the Funding</b>	Seminar
13	<b>Presentations – Pitching the Idea, Getting the Funding</b>	Seminar
14	<b>Preparing for and evaluating the challenges of growth, product plan development.</b>  <i>Updating the business plan.</i>  <i>Read Aulet: Steps 24</i>	Lecture/seminar
15	<b>Franchising, sub-licensing, etc.</b>	Lecture/seminar

#### **COURSE LITERATURE**

<b>No.</b>	<b>Author, title, publisher</b>
1	Bruce R. Barringer & R. Duane Ireland, <i>Entrepreneurship: Successfully Launching New Ventures</i> , 5 <sup>th</sup> ed., Pearson Education, Inc. (2016)
2	Bill Aulet, <i>Disciplined Entrepreneurship: 24 Steps to a Successful Startup</i> , John Wiley and Sons (2013)
3	Bart Clarysse & Sabrina Kiefer, <i>The Smart Entrepreneur: How to Build for a Successful Business</i> , Elliot & Thomson (2011)
4	Peter F. Drucker, <i>Innovation and Entrepreneurship: Practice and Principles</i> , Routledge (2007, Classic Drucker Collection ed.)