

A primer in Entrepreneurship

About the course



Prof. Dr. Ulrich Kaiser

Institute for Strategy and Business Economics

University of Zurich

Fall semester 2011

Introduction

What this course is about

- Introduction to the process of turning ideas into business
- Emphasis on commercializing research and technology ideas
- Intellectual fundament for the MA seminar “The practice of Entrepreneurship”



Introduction

Course objectives

- Evaluate potential start-up opportunities for personal involvement
- Turning ideas into business
- Finance growth



Introduction

Format

- Series of lectures by Ulrich Kaiser
- Lectures are recorded by Livestream
- Lecture recordings and all other teaching material available for
download from <http://www.business.uzh.ch/professorships/entrepreneurship/teaching/hs11/a-primer.html>
- No separate exercises



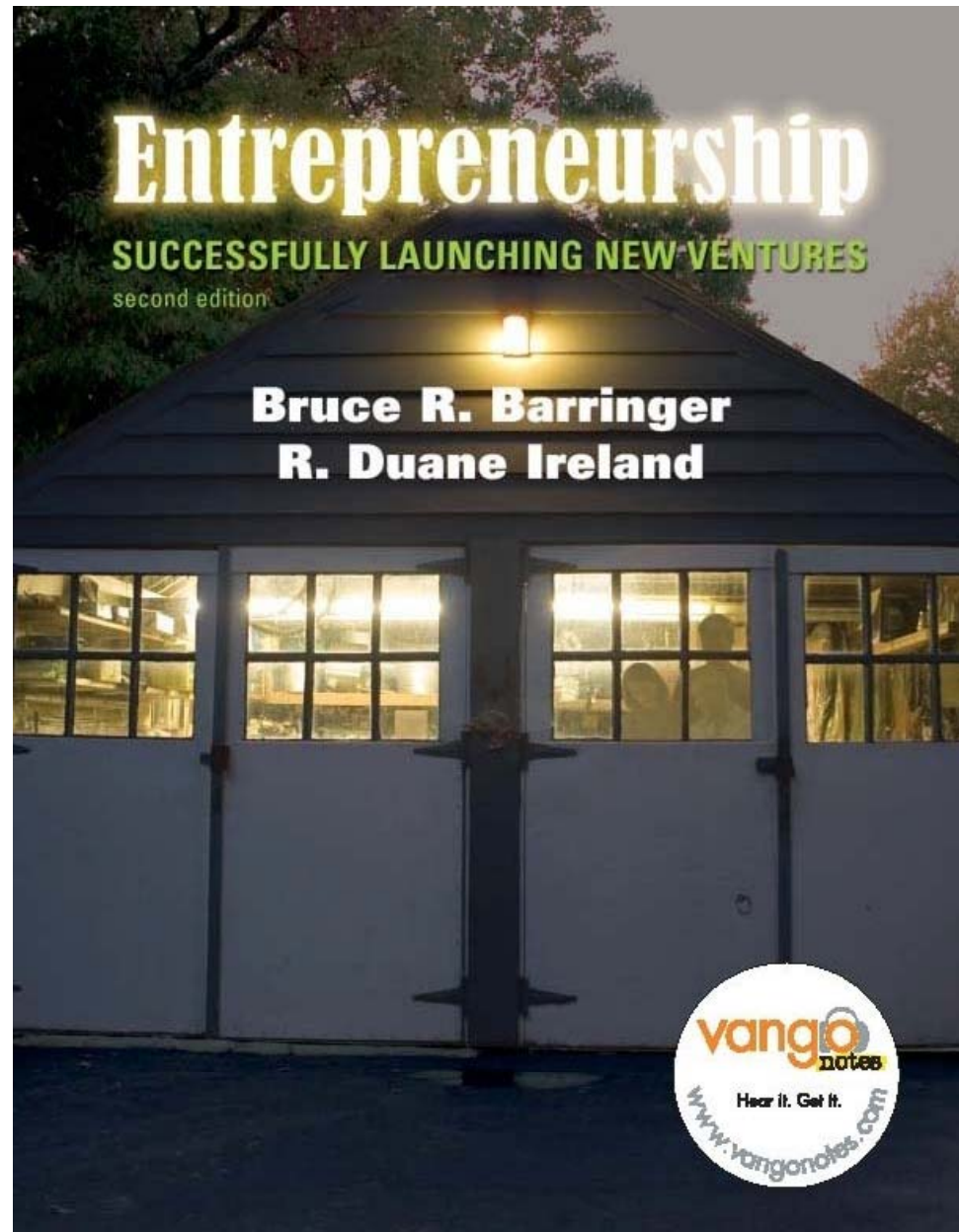
Introduction

Main text

Barringer, B. and D. Ireland (2008): *Entrepreneurship – Successfully Launching New Ventures*, Pearson Prentice-Hall.

It is an undergraduate textbook that is frequently used for entrepreneurship teaching at leading US B-schools.





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Additional readings

Dorf, R.C. and T.H. Byers (2008): *Technology Venture*, McGraw Hill.

Grossman, A., J. Austin, M. Hart and S. Peyus (1999): "Explore, Inc." HBS Case study, Harvard Business Online (9-300-011).

Gumpert, D.E. and J. McNeill Stancill (1986): "How Much Money Does Your New Venture Need?," *Harvard Business Review* 64(3).

Sahlman, W.A. (1997): "How to Write a Great Business Plan," *Harvard Business Review*, July-August, 98-108.

Sahlman, W.A., H.H. Stevenson, M.J. Roberts and A. Bhidé (1999): *The Entrepreneurial Venture*, 2nd edition, Harvard Business School Press.



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Examination

- Written exam
- Date: Dec. 19, 2011, 12:00-14:00
- Place: t.b.a.
- Multiple choice
- Questions from lecture & book only



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Language

- Teaching language is English
- Examination language is English
- Dictionary is allowed for the exam



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Complementary courses

- MA “The practice of Entrepreneurship” offered by me, fall semesters; http://www.business.uzh.ch/professorships/entrepreneurship/teaching/hs11/the-practice_en.html
- BA “Opportunities in Entrepreneurship”, offered by my chair, fall semesters; <http://www.business.uzh.ch/professorships/entrepreneurship/teaching/hs11/opportunities.html>
- MA “Innovation economics”, offered by me, spring semesters; http://www.business.uzh.ch/professorships/entrepreneurship/teaching/FS2011/FS11VL_en.html



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Complementary courses

- Finance, accounting, HRM and strategy courses certainly help, too



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Relevant Internet resources

- <http://www.venturelab.ch> (lots of tools for business plans and courses)
- <http://www.btools.ch> (courses)
- <http://www.startzentrum.ch> (counselling)
- <http://www.venturekick.ch> (sponsors research-based startups)
- <http://www.venture.ch> (business plan writing game)
- Probably a lot more – these are the ones I know

