

# A primer in Entrepreneurship

## About the course



Prof. Dr. Ulrich Kaiser

Department of Business Administration

University of Zurich

Fall semester 2014

# 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/HS2014/primer.html>
- No separate exercises



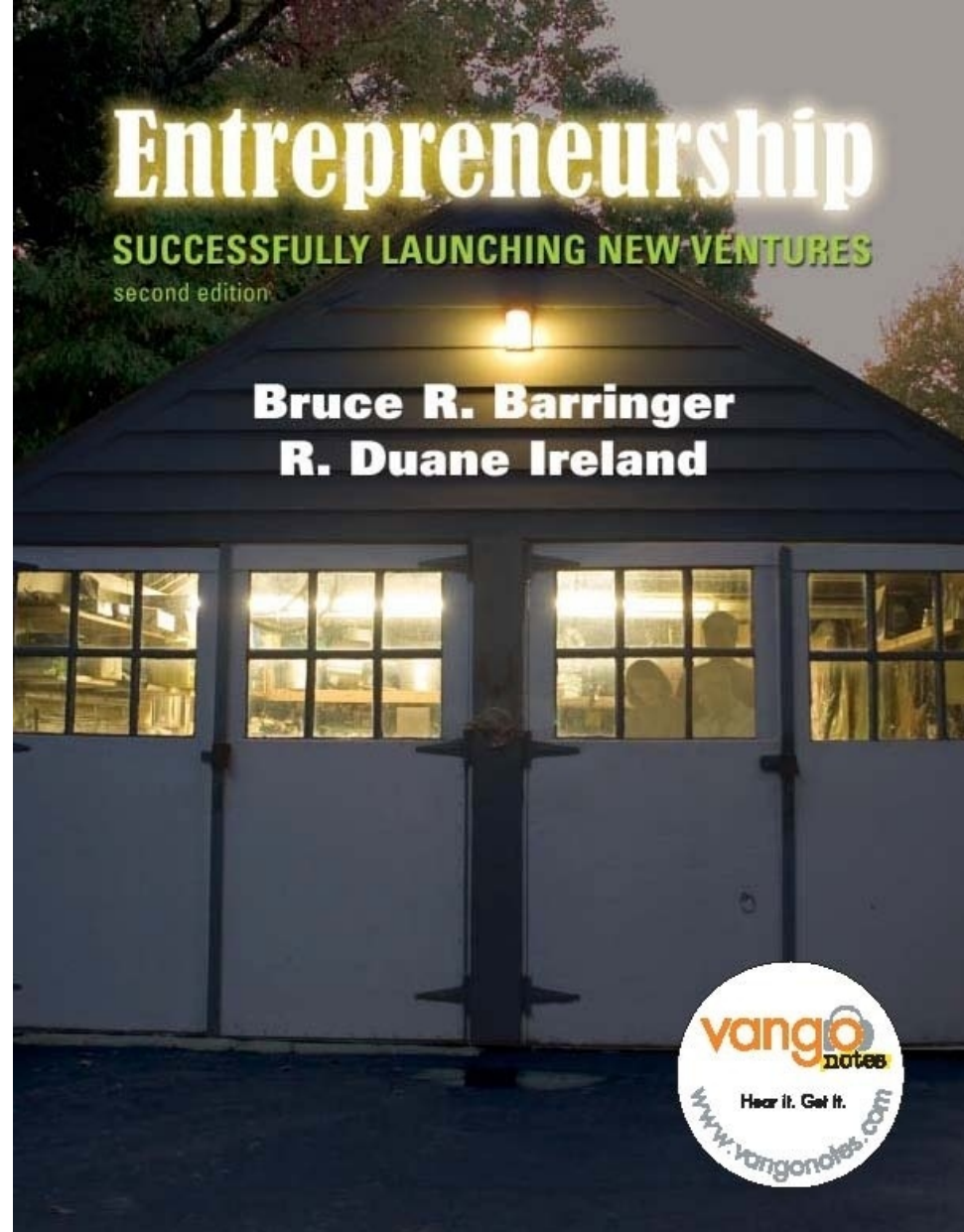
# Introduction

## Main text

Barringer, B. and D. Ireland (2008/2012): *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. 15, 2014, 12:15-13:45
- Place: KOH-B-10, KOL-F-104
- Multiple choice
- Questions from lecture & book only
- Test exam





# Introduction

## Language

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



# Introduction

## Complementary courses

- MA “The practice of Entrepreneurship” offered by me, fall semesters; [http://www.business.uzh.ch/professorships/entrepreneurship/teaching/hs14/practice\\_en.html](http://www.business.uzh.ch/professorships/entrepreneurship/teaching/hs14/practice_en.html)
- BA “Opportunities in Entrepreneurship”, offered by my chair, spring semesters; <http://www.business.uzh.ch/professorships/entrepreneurship/teaching/HS2014/opportunities.html>
- MA “Innovation economics”, offered by me, spring semesters; [http://www.business.uzh.ch/professorships/entrepreneurship/teaching/FS2014/me3\\_en.html](http://www.business.uzh.ch/professorships/entrepreneurship/teaching/FS2014/me3_en.html)



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## Complementary courses

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



# Introduction

## 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

