



**Course Title:** Case Studies in Entrepreneurship  
**Credits:** 1-2 units (depending on the number of students)

## SYLLABUS

### Course Purpose

This case study class is open to any student who worked at a start-up or other entrepreneurial situation during their summer internship, or has a particular experience that they would like to build into an entrepreneurship case. The course will develop writing skills and give students an exceptionally broad and real-time perspective on entrepreneurship and its challenges. Cases will range from technology commercialization issues, to founder, financing, market choice and access issues.

### Objectives and Teaching Methods

This course aims to maximize the shared learning from summer internships, or prior experiences, in entrepreneurship, particularly through the partners in entrepreneurial learning program that places students in internships during the summer. Students will come to the class fresh from a unique internship in an entrepreneurial environment and will write a case to help them and others understand what they experienced and learned. By the end of the class, each student will better understand what it takes to be a successful entrepreneur and to build a successful company.

Each student will prepare and distribute a case drawn from their experience. Each student presents the case to the class in an interactive style, focusing on important opportunities, decisions or issues that they or their host faced during the summer. The class will critically examine the situation from a number of perspectives led by the instructor and the student case writer. Students can bring their own experiences and expertise to bear on the case. Critical issues and decisions for the entrepreneur and the company will receive particular attention and focus.

The instructor will facilitate the discussion of the important aspects of the case and will provide comments and analysis from his/her background. Frameworks for case writing, discussions of potential topics, how best to present a case, and examples of some of the best cases from the past will be provided to help with the case writing and analysis. We encourage the management team of each company to join us for their case presentation. We will ask them to hold their comments until after the class discussion has concluded.

### Deliverables and Requirements

As enrollment will be limited to a small group of approximately 20 to enrich the opportunity for participation, reaching our objectives requires the active involvement of every student. Your attendance and involvement in case discussion is essential.

#### Deliverables

Each of you will prepare a case study. Cases should be approximately 10 pages long and supported by supplementary information such as marketing materials, business plan, financials, market studies or any other information appropriate to a more complete analysis of the situation. You will be responsible for presenting the case and leading the class discussion. You will receive a guide on how to prepare a case, and will be encouraged to submit cases for publication, if desired.

You are expected to make every effort to bring members of the management team of your company to your case discussion.

Case study issues should be discussed with me before they are written. I will provide you with a template so you can prepare your case using a standardized format.

## Required Readings and Materials

*Writing Cases and Teaching Notes*, Harvard Business School Press

*Writing Cases: Tips and Pointers*, Harvard Business School Press

## Evaluation and Grading

### Basis for Final Grade:

Class participation 35%

Your participation is essential to the success of this course. You will be unable to obtain full credit for participation if you fail to attend all classes. Participation will be judged on your ability to communicate your understanding of the case presented by the other student, your ability to critique the case itself and general positive approach to successful case writing and analysis.

Case study paper 65%

Selection of the issue to be studied	25%
Quality of writing	20%
Presentation of relevant data	20%
Case presentation	35%

## Schedule

The class will meet once per week for fifteen weeks:

Class 1 – Introduction to case writing and scheduling of case presentations

Class 2 – Discussion of two cases written by prior class

Class 3 – 15:

First 60-80 minutes:

Instructor led discussion of prior week's case

Presentation of case and details by the student case writer

Instructor led discussion of case and the case document

Optional for second 60 minutes:

Presentation by local entrepreneur of their "real-time" situation

Discussion of that situation

## Teaching Guide

### Requirements

Office hours are required to help guide students in writing cases: selection of topic, data analysis and editing. Cases are to be published to the class electronically 5 days in advance of the presentation. This publication deadline requires the student to prepare and present their case to the instructor for feedback 10 days prior to the student's presentation.

The instructor should request from all the students an outline of the topic for their case. With the outlines in hand at the beginning of the semester, the instructor can shape the cases to address topics of interest and to arrange the case presentations in an order to reduce topic duplication and repetitiveness.

### Instructor Biographies

Instructors should be familiar with case writing and entrepreneurship in general. The course requires flexibility of teaching style with an understanding of all the broad topics that can be addressed in cases in entrepreneurship.



**Use of Guests**

To make the case presentations come “alive” we suggest that students bring individuals from the case to class on the night of their discussion. This is not always possible, due to scheduling and sensitivity of the write-up.

If the instructor chooses to bring in local entrepreneurs to present their situations, the instructor should choose those individuals for their ability to convey important information to the class and willingness to participate in the feedback sessions.

**Note on Confidential material**

Cases are usually based on confidential information developed over the summer internship. All cases should be written to hide the identities of individuals or companies involved unless there is specific written permission provided by the company and individuals.