

CET Syllabus of Term



Program: CET Prague

Course Title: Entrepreneurship in Europe, Case Study: The Czech Republic

Course Code: PR350

Total Hours: 45

Recommended Credits: 3

Suggested Cross Listings: Economics, Business, Management

Language of Instruction: English

Prerequisites/Requirements: None, open to all students

Professor: Tomáš Klvaňa, Ph.D., M.A.; Beata Berníková, M.B.A.

Email: tomasklvana@me.com, beata.bernikova@me.com

Class Schedule : Mon 16:15-19:15

Description of the course

The course examines European approaches to entrepreneurship with a focus on the Czech Republic. Specifically, in this course we explore the role of entrepreneurs in the post-Communist economy, current innovations and creative approaches to business ventures, and modern entrepreneurial methodologies. Students have direct contact with different players in the Czech entrepreneurial sector and acquire knowledge and skills relevant for entrepreneurs in both the local and broader European context.

Objective

Through their participation in this course, students are expected to:

- Understand basic concepts related to entrepreneurship and innovation, and explore their impact from both macro and micro perspectives.
- Analyze local and regional case studies that illustrate lessons in entrepreneurship
- Learn and put in action the entrepreneurial tools and methodologies necessary to launch a new venture (including generating new ideas, creativity and innovation as well as startup product development and testing)
- Understand the dynamics of high performance teams, identify different roles within a team, and understand the personal role for each student.
- Analyze how new ventures are financed, how investors evaluate business opportunities, and how to correctly present a project to a potential investor

Course Method & Requirements

- Interactive lectures, exercises and discussion
- Preparation for every class
- Short reflection essays/presentations in front of the class
- Midterm Examination, Term paper and Final Presentation
- Field visit to a local startup

CET Academic Programs | 1155 Connecticut Avenue NW, Suite 300 | Washington, DC 20036
www.cetacademicprograms.com | 1.800.225.4262 | cet@cetacademicprograms.com

CET Syllabus of Term

- Guest speakers from a local startup scene
- Student-led field exploration and discussion of local businesses

Methods of Evaluation

- **Attendance & Participation** (*class discussion of the texts and videos; leading discussions of/discussing the podcasts; exploring and discussing local field cases*) 15%
- **Term Paper** (*startup idea for expat community; 6 pages*) 25%
- **Midterm Examination** (*short essay-type answers on course theory*) 30%
- **Final Presentation** (*entrepreneurial ideas of Prague business context – 20 minutes*) 30%

Attendance Policy

Mandatory attendance is a primary requirement for a responsible learning experience. Please consider that every absence has the potential to lower the final grade, as it may affect the “attendance and participation” portion of your grade or result in missing key information that could appear on quizzes or exams. In addition, professors take attendance at the beginning of the class. If you are more than 10 minutes late, professors mark one hour of absence from class. Onsite visits count as regular class hours. A no-show to a site visit counts as an absence. Detailed information about the Attendance you will find in the **CET Prague Academic Policies**

Grading scale

A:	93-100%	C+:	77-79%
A-:	90-92%	C:	73-76%
B+:	87-89%	C-:	70-72%
B:	83-86%	D+:	67-69%
B-:	80-82%	D:	60-66%
		F:	59% and below

Primary Texts

The following readings are mandatory and shall be discussed in class. If students fail to read the assigned texts, graded quizzes will be introduced each subsequent class session. Their grades will count towards the participation grade.

- Duke Corporate Education 2013 CEO Study. Leading in Context. Available online: http://www.dukece.com/wp-content/uploads/2015/06/LeadingInContext_web_newlogo.pdf
- Benáček, Vladimír. The Rise of the 'Grand Entrepreneurs' in the Czech Republic and Their Contest for Capitalism; Sociologický Časopis / Czech Sociological Review 42.6 (2006): 1151-170. Available online: http://sreview.soc.cas.cz/uploads/6c822458fd1d53690948ae9a04557dc7020c73e6_627_03benacek23.pdf
- Lukeš, Martin, and Jan Zouhar. Development of Entrepreneurial Attitudes and Entrepreneurial Activity of Youths in the Czech Republic; The 8th International Days of Statistics and Economics, Prague, September 11-13, 2014. Available online: https://msed.vse.cz/msed_2014/article/465-Lukes-Martin-paper.pdf

CET Syllabus of Term

- Smallbone, David, and Welter, Friederike. Entrepreneurship and the Role of Government in Post-Socialist Economies: Some Institutional Challenges. *Historical Social Research/Historische Sozialforschung* 35.2 (132) (2010): 320-33. Available online: file:///Users/tomasklvana/Downloads/ssoar-hsr-2010-no_2_no_132-smallbone_et_al_entrepreneurship_and_the_role_of.pdf
- Blank, Steve and Dorf, Bob. *The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company*. K & S Ranch, 2012 (Book)
- Sinha, Makkar & Dutta, Entrepreneurship: Learning and Implementation: Introduction to Enterprenuership: Edition: First, Publisher: CEGR, New Delhi, Available online: https://www.researchgate.net/publication/301659818_Introduction_to_Entrepreneurship
- Evan Carmichel: Richard Branson: TOP 10 rules for success, Available online: <https://www.youtube.com/watch?v=i3fQqUs5WSQ>
- Arthur Pinkasovitch: Why is game theory useful in business? Investopedia, December 2017 Available online: <https://www.investopedia.com/ask/answers/09/game-theory-business.asp>

NPR Podcast How I Built This with Guy Raz

The podcasts are available for free on iTunes, Stitcher, NPR website and elsewhere. Before the assigned class session, students will listen critically (while taking notes) to one the following podcasts. One student will have a 10-minute introduction and will lead a 30-minute discussion of the interview content. All students will participate actively in the discussion.

- Patagonia / Yvon Chouinard
- Instagram / Kevin Systrom, Mike Krieger
- Starbucks / Howard Schultz
- Burton Snowboards / Jake Carpenter
- Chipotle / Steve Ells
- Airbnb / Joe Gebbia
- Reddit / Alexis Ohanian, Steve Huffman
- Sam Adams / Jim Koch
- Ben & Jerry's / Ben Cohen, Jerry Greenfield

Local Field Studies

Six class sessions will start at various store and restaurant locations in Prague's center (please check the addresses in the Course Schedule and always be on time!). We shall spend 30 minutes on location and explore several specific aspects of the business. We shall then return to CET Academic Centre and discuss the findings. These will eventually serve as material for students' Final Presentations.

Course Schedule

Week 1, Jan 29

Central Europe/Economy and Society in Transition

Reading: Duke CE (online)

Week 2, Feb 5

CET Syllabus of Term

Central Europe/Economy and Society in Transition; Patagonia / Yvon Chouinard

Readings: Benáček; Lukeš/ Zouhar (all online)

Week 3, Feb 12

The Globalization Framework; Instagram / Kevin Systrom, Mike Krieger

Reading: Smallbone/ Welter (online)

Week 4, Feb 19

Class Meets at Starbucks (Address: Václavské náměstí 40, Prague 1)

Entrepreneurship/Startups, Customer Development; Starbucks / Howard Schultz

Readings: 1. Blank/Dorf (Chapter 1); 2. P.Sinha, U.Makkar, K.Dutta, Entrepreneurship

Week 5, Feb 26

Class Meets at Palladium Shopping Center (Address: Náměstí Republiky 1, Prague 1)

Startups, Customer Development; Burton Snowboards / Jake Carpenter

Reading: Blank/Dorf (Chapter 2)

Week 6, March 5

MIDTERM EXAMINATION

Guest Speaker

Week 7, March 12

Class Meets at Bageterie Boulevard Železná (Address: Kamzíkova 544/1, Prague 1)

Startups, Customer Discovery; Chipotle / Steve Ells

Reading: Blank/Dorf (Chapter 3)

Week 8 – Traveling Seminar March 15-23 (no classes)

Week 9, March 26

Class Meets at Burger King (Address: 28. října 767/12, Prague 1)

Startups, Customer Discovery; Airbnb / Joe Gebbia

Reading: Blank/Dorf (Chapter 4)

Week 10 Spring Break April 2 - April 6 (no classes)

Week 11, April 9

TERM PAPER DUE

Class meets at Kotva Shopping Center (Address: Náměstí Republiky 656/8, Prague 1)

Startups, Customer Validation; Reddit / Alexis Ohanian, Steve Huffman

Reading: Blank/Dorf (Chapters 5 & 6)

Guest Speaker

Week 12, April 16

Class meets at Shakespeare & Sons Bookstore (Address: U Lužického semináře 91/10, Prague 1)

Game Theory; Developing Strategies; Sam Adams / Jim Koch

Reading: Pinkasovitch, Why is Game Theory Useful in Business

Week 13, April 23

CET Syllabus of Term

Field visit to Vinohradský pivovar (Brewery Vinohrady)

Week 14, April 30

Strategic Engagement of Corporate Stakeholders; Ben & Jerry's / Ben Cohen and Jerry Greenfield
Ownership and Stakeholder Theories, Stakeholder Mapping; Course Review

Week 15, May 7 – FINAL PRESENTATIONS