

American University of Armenia
CS355 – Spring 2018
Entrepreneurship

Session #1
Introduction

Introduction: Aram Hajian

■ Background

- From Boston, MA
- Moved to Armenia in Oct 2000
- Joined AUA CoE in 2007

■ Education and Experience

- Mechanical Engineering (BS) from Stanford University (1991)
- Biomechanics (PhD) from Harvard University (1997)
- Engineering Consultant with Exponent (1997-2000)
- Managed various software projects, website development, e-commerce start up, taught Critical Thinking
- Member of the Board of Directors, Chess Academy of Armenia

Entrepreneurship – Course Approach

- Lectures
- Real Life Experience
- Case Study and Project Discussion
- Guest Speakers from Armenia, US
- Textbook:
 - *Launching New Ventures: An entrepreneurial approach, 5th ed.* Allen;
 - *Crossing the Chasm*, Moore

Entrepreneurship – Course Grading

- **Class participation (demonstrating grasp of concepts) – 10%**
- **2 Case Study presentations (indiv/team grade) – 10% each**
- **Project – 30%**
- **Midterm Exam – 15%**
- **Final Exam – 25%**

**% are approximate
Subject to change**

Self-test

Understanding Your Beliefs about Successful Entrepreneurs

Read each of the following ten statements, and on a piece of paper indicate your agreement or disagreement.

10 = Completely agree with statement	7 = Agree	3 = Strongly disagree
9 = Very strongly agree	6 = Moderately agree	2 = Very strongly disagree
8 = Strongly agree	5 = Moderately disagree	1 = Completely disagree
	4 = Disagree	

Self-test

1. Successful entrepreneurs are often methodological and analytical individuals who carefully plan out what they are going to do and then do it.
2. The most successful entrepreneurs are born with special characteristics such as high achievement drive and a “winning” personality, and these serve them well in their entrepreneurial endeavors.
3. Many of the characteristics needed for successful entrepreneurship can be learned through study and experience.
4. The most successful entrepreneurs are those who invent a unique product or service.
5. Highly successful entrepreneurs tend to have very little formal schooling.

Self-test continued

6. Most successful entrepreneurs admit that dropping out of school was the best thing they ever did.
7. Because they are unique and individualistic in their approach to business, most successful entrepreneurs find it hard to socialize with others; they just do not “fit in.”
8. Research shows that although it is important to have adequate financing before beginning an entrepreneurial venture, it is often more important to have managerial competence and proper planning,
9. Successful entrepreneurship is more a matter of preparation and desire than it is of luck.
10. Most successful entrepreneurs do well in their first venture, and this encourages them to continue; failures tend to come later on as the enterprise grows.

Entrepreneurship – Reading for Session #2 (for Tuesday January 23)

Session #	1
Topic	Introduction
Text Reference	Allen Chapter 1 & 2
Other Reference	none