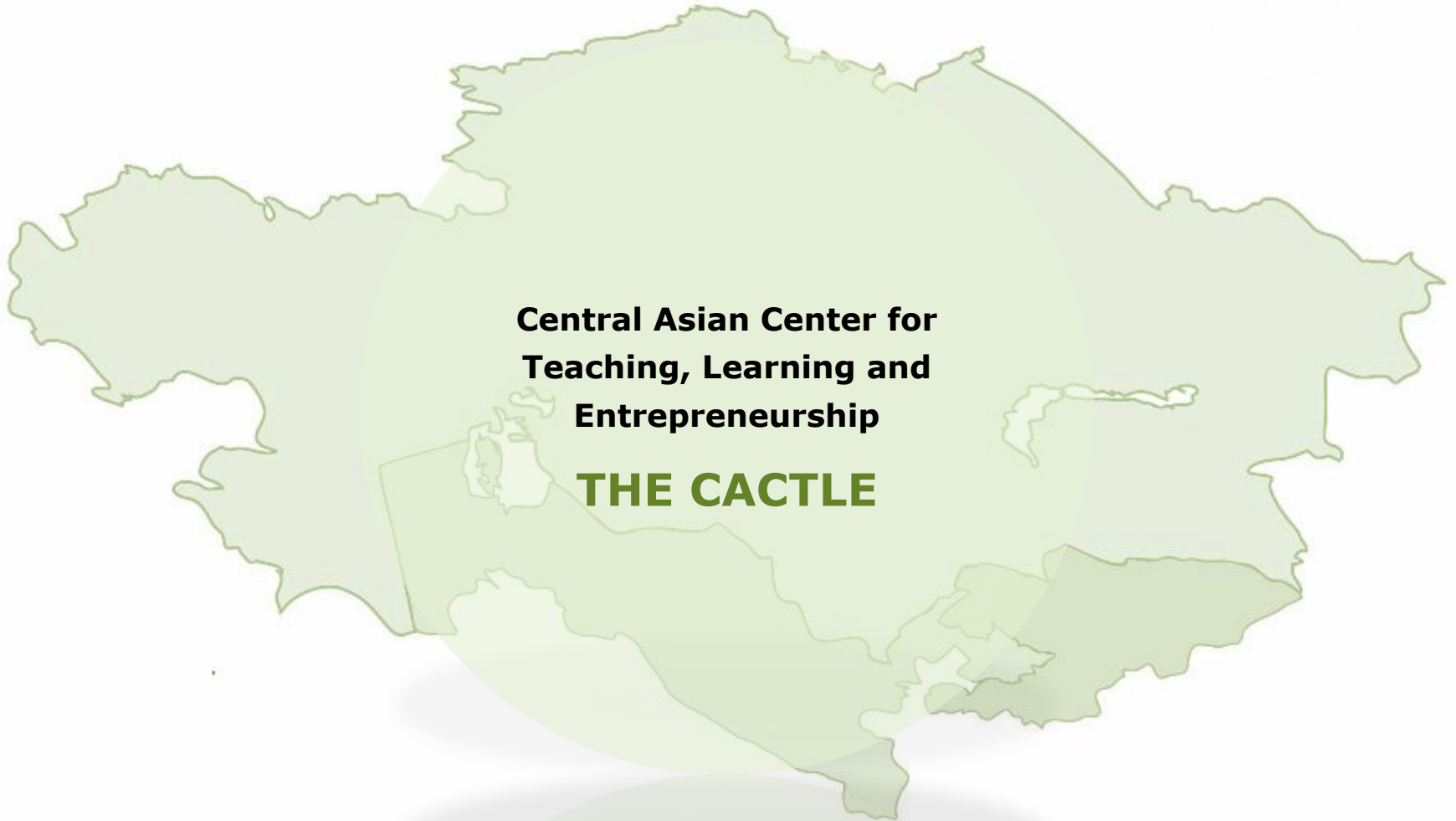


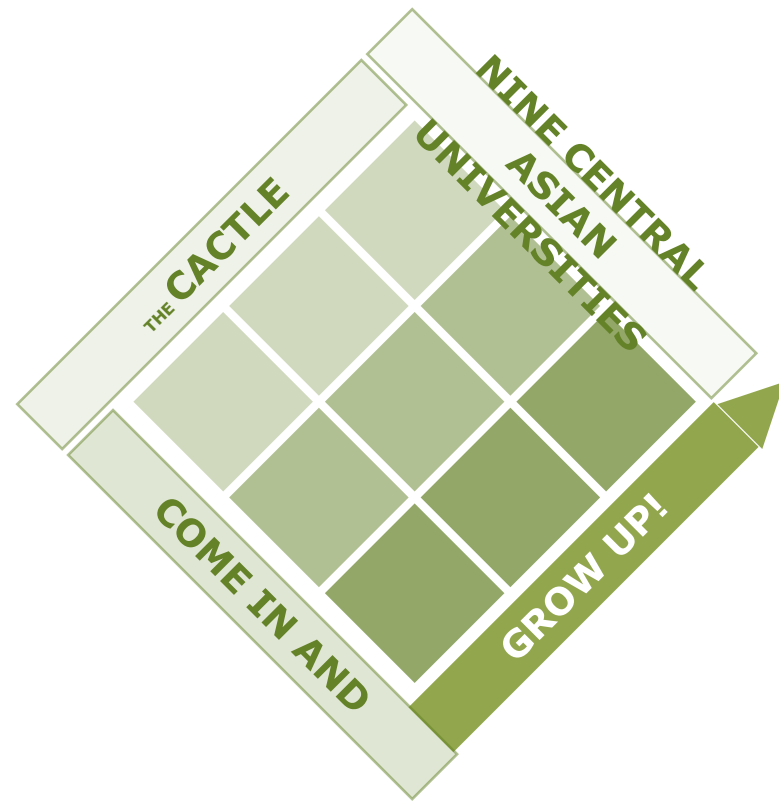
THE CACTLE

**Central Asian Center for
Teaching, Learning and
Entrepreneurship**

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Entrepreneurship and Business Development

Bokoeva Aigerim Kanybekovna
EBD course for EM third year
students

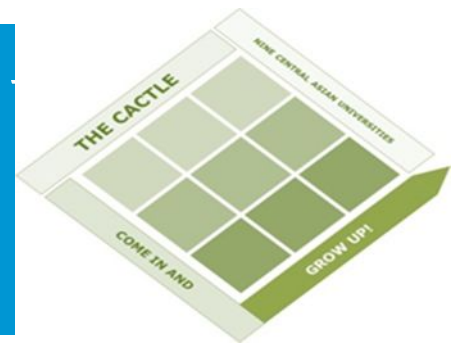
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Syllabus

Entrepreneurship and Business Development

Course Syllabus



▪ Instructor: Bokoeva Aigerim, MBA, PHD

e-mail address: aigerimkanybekovna@gmail.com

▣ **Suggested Reading and Recommended website:**

✓ The moodle platform: <http://learning.cactle.eu>.

Reading assignments for each class and topic is given on the Course Schedule: deviations to this schedule may be necessary and will be indicated during class. As a preparation for class, please review the material before the meeting time.

Course procedures:



- **Class Attendance Policy:** Even though this is a hybrid course, each student is expected to participate in class on all scheduled meeting days. **Being absent will affect** your participation grade, in addition the following rules apply for unexcused absences. An unexcused absence is one where prior approval of the absences is not given by the instructor or proper documentation is not given. The same rules apply as apply for absences for exams. Except in a very unusual case, for an absence to be excused we must receive an email describing the reason for your absence before the class meeting time. Please put EBD absence in the subject line.
- Two or more unexcused absences may cause a grade reduction of one letter grade.

Course procedures:



- **Class Format and Structure and the Class Participation Grade:** Students in this course are expected to read assigned material and prepare for class discussions and activities. Class participation is expected in this course. Your class participation grade will be based on your participation in class activities. The class activities will vary and will include both individual, and group activities. If you are not involved you cannot receive participation points (no makeup points).
- **Tardiness:** Being late is indicated by a student entering the classroom after the instructor begins class. Excessive tardiness will affect your participation grade. Two tardies count the same as one absence.



**A disambiguation for the CACTLE-project:
Economy – Market Economy – Business – Company –
Business Administration – Management-
- Entrepreneurship and Business
Development**



Entrepreneurship and Business Development

What is Entrepreneurship?



Entrepreneurship is the process of creating something new of value by devoting (giving) the necessary time and effort.

By accepting and acknowledging the necessary financial, psychological, and social risks, and finally receiving the resulting rewards be it monetary and personal satisfaction and freedom to do what you want.



ENTREPRENEURSHIP

Robert D. Hisrich,
M. Peters & D.A Shepherd

What is Entrepreneurship?



Simple Definition

Process of creating something new and assuming the risks and rewards.



Robert D.Hisrich,
M.P.Peters & D.A.Shepherd



What is an Entrepreneur?

What is Entrepreneurship?



What is an Entrepreneur?



He or she is an individual who actively form or lead their own business and nurture them for growth and prosperity.

A person who creates and manages change by the recognition of opportunities (needs, wants, opportunities, problems, and challenges) and develops people and manages resources to take advantage of the resources to take the opportunity and creates a venture (profitable business).

Eston Kimani, MIT



WHY?

ENTREPRENEURSHIP



OWN
SCHEDULES

FINANCIAL
FREEDOM

LEGACY

OWN
LIFE STYLE



Be Your Own

B  **SS**

The „Vienna Model“ of entrepreneurship education

Level IV: Entrepreneurship – encouragement of an „entrepreneurial spirit“

Level III: Entrepreneurship – promotion of a civil society (social entrepreneurs)

Level II: Entrepreneurship – education of economics
(framework for market economy)

Level I: Entrepreneurship – business management
education

entrepreneurial self-employment

- business start-up
- starting one's own business

professional self-employment

- employed entrepreneur
- intrapreneur

...understanding market economy – introduction into the micro- and macro economy & economic policy

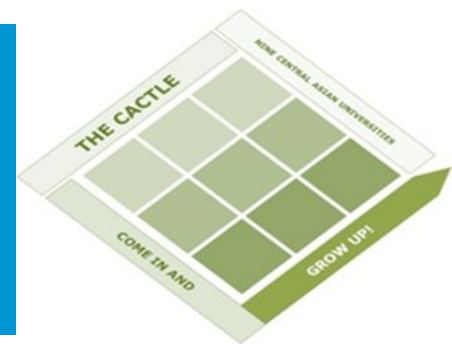
...through development of pedagogical aims like maturity and enlightenment

...of attitudes like autonomy, accountability etc.



Why entrepreneurship is important for the economy?

The Role of Entrepreneurship in Economic Growth



In order for Entrepreneurs to thrive in a nation, the Government must play important role in creating the kind of business environment that create the basis for growth, stability and future success of entrepreneurs.



The Role of Entrepreneurship in Economic Growth

Increasing the per capita output and income of the people of the country.

Initiating and creating change in the structure of business and society.

Generation of innovation that leads to the creation of new product and service.

Improvisation and modification on existing product to better suit market and customers' needs.

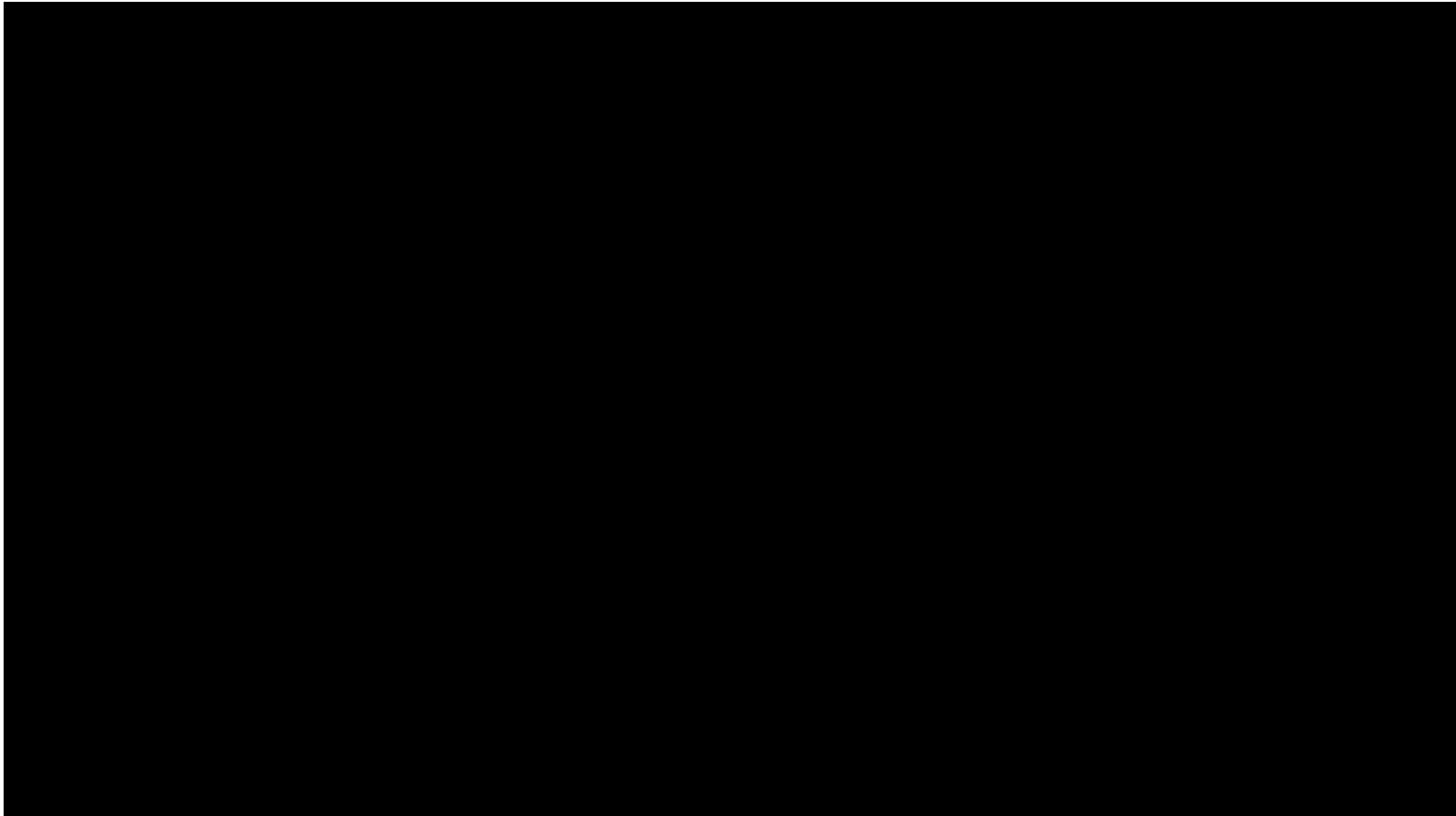
Creation of self employment and to cut back the dependency of potential employment of new workers in government sectors.

Streamline of the private sector and encourage the inclusion of new technology that is less labor dependent.

Increase in the national output which in turn lead to greater and stronger economic growth.

Laying the seed bed for creating new entrepreneur in various new technologies such as Bio Technology, Bio Technology Medicine, Nano Technology , New Material Technology etc.

The power of entrepreneurship





Assignment/elevator pitch

What is elevator pitch ?



Simple Definition

Very concise presentation of an idea covering all of its critical aspects, and delivered within a few seconds (the approximate duration of an elevator ride).



HOW IT WORKS (EXAMPLE):

Elevator pitches are a key part of raising money for new ventures. For example, let's say John Doe has a business idea and wants to raise some capital from investors. His idea is detailed, involves technology and patents and other complicated concepts, and has several big elements.

Because investors don't always have time to listen to a two-hour explanation of John's idea, and because they need help understanding what the big deal is, John creates an elevator pitch: **a 30-second speech that summarizes the mission**, the idea, the reasons it will succeed, and what he wants the listener to do. This way, an interested investor can see the big picture right away and decide whether he or she wants to schedule time to learn more about John's idea.

Assignment

1. Think and come up with any good Business Idea in **5 minutes.**
2. Craft a good pitch deck and keep it short, also crisp while covering all the pertinent information. (**10 minutes**)

INFORMATION TO INCLUDE IN THE ELEVATOR PITCH:

- Name
- Company
- Product
- Target consumers
- Unique selling proposition or difference from competition
- Call to action



Market economy

Market economy as a source



Market economy as a source with different inflows



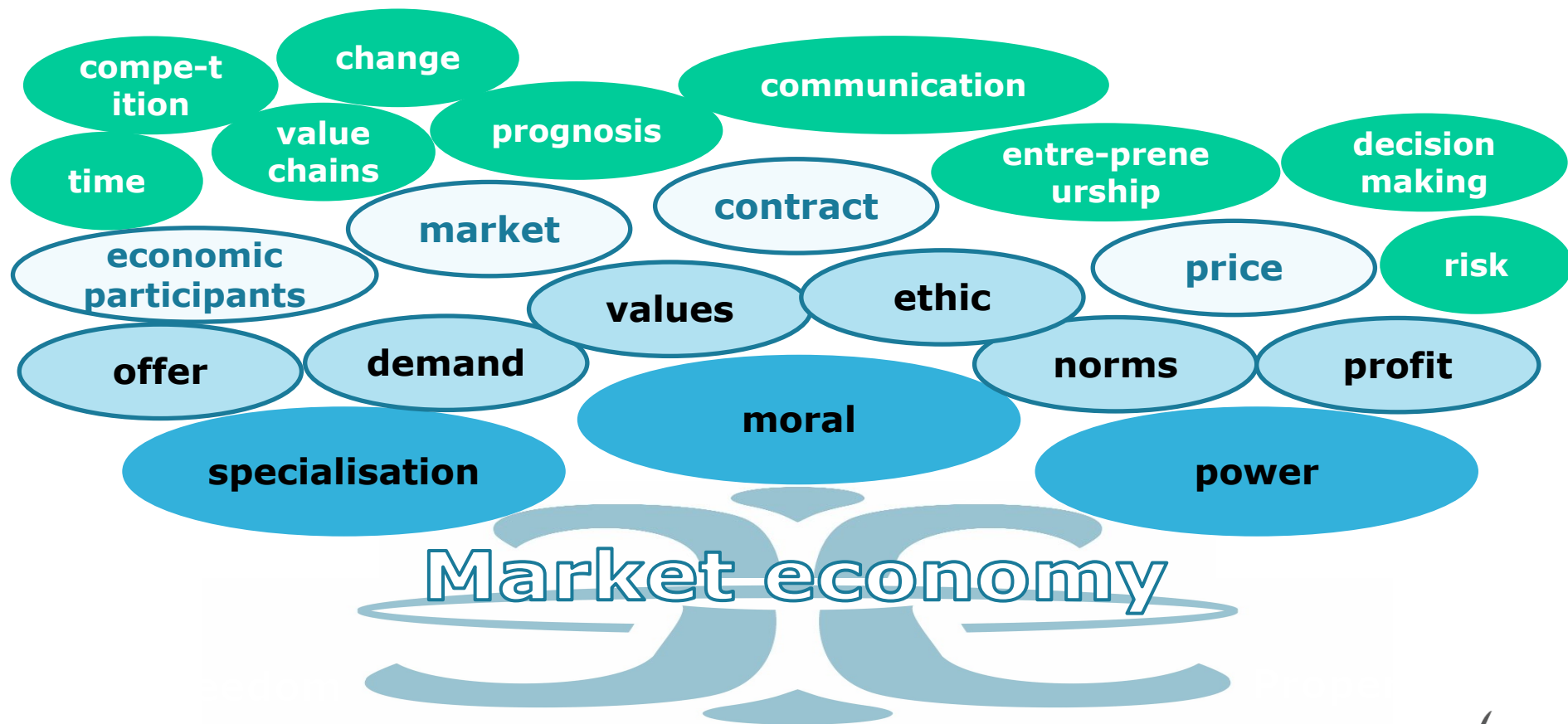
Freedom

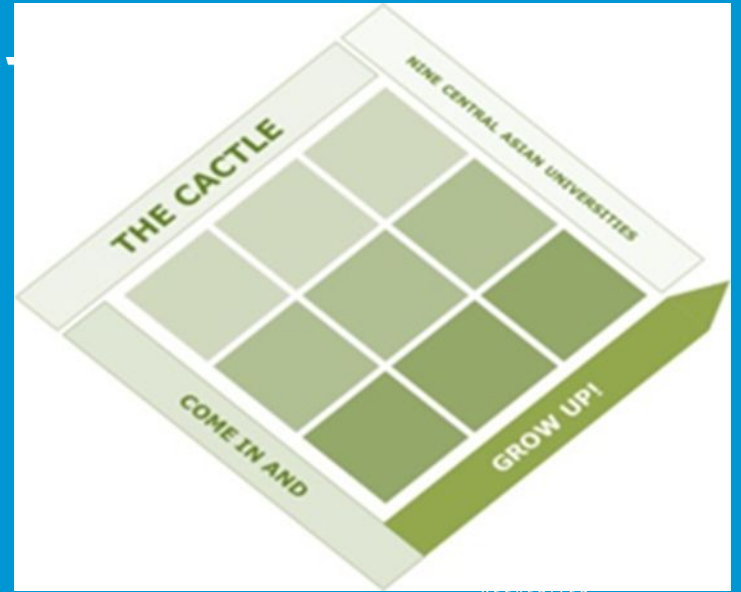
Property

Responsibility

Market economy

Outflows of the market economy





Business

Principles of business

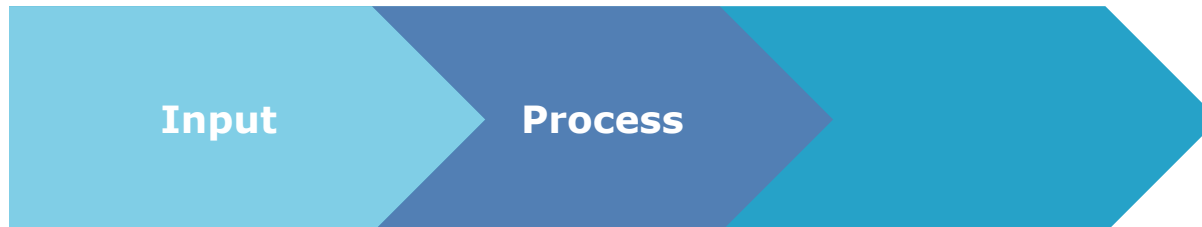


Principles of business

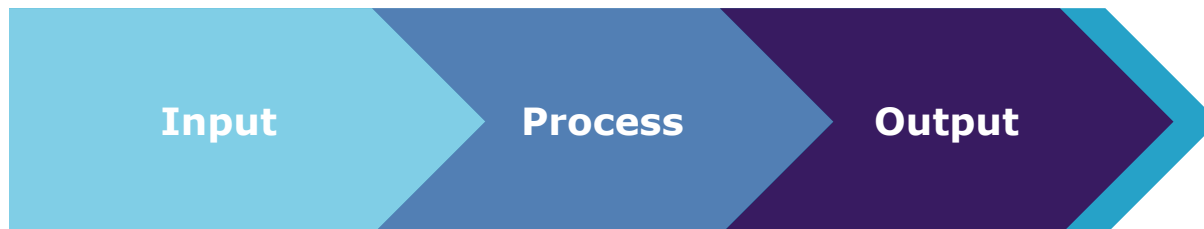


Input

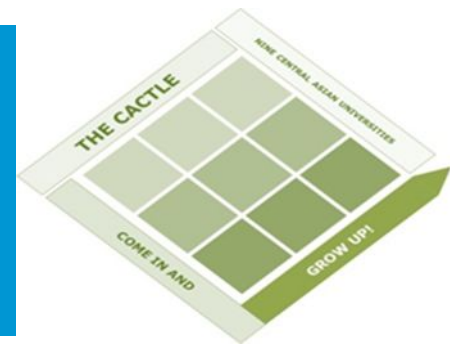
Principles of business



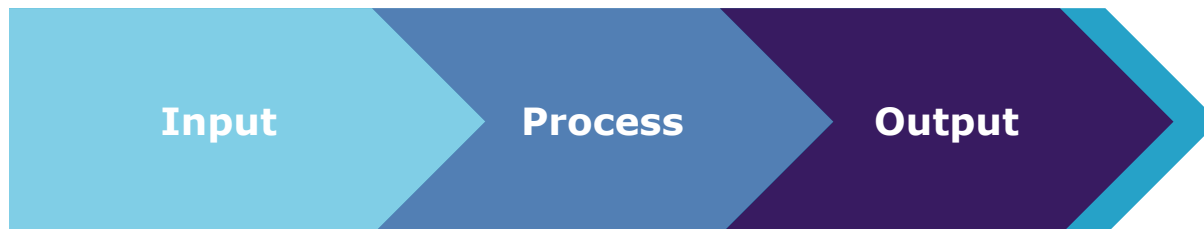
Principles of business



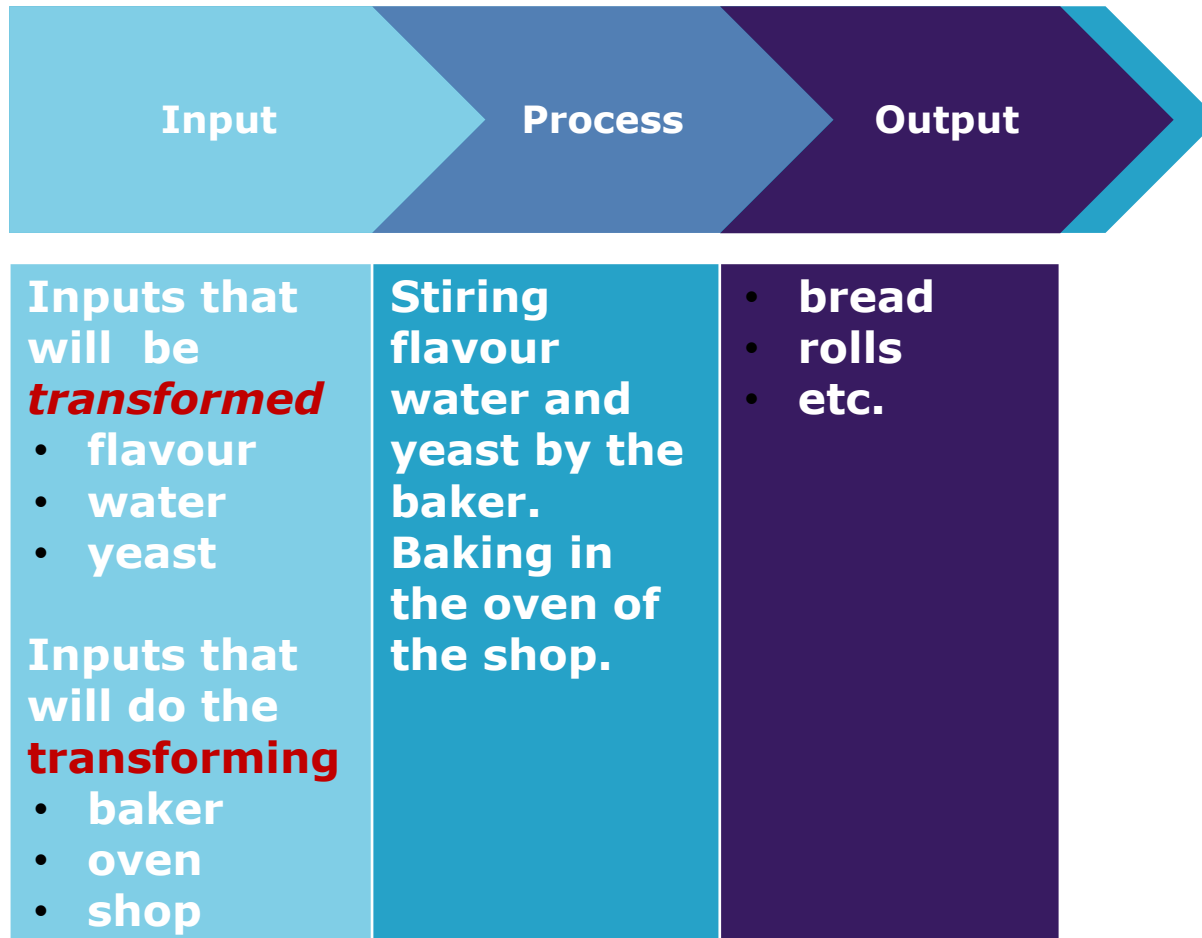
Principles of business



**Business is a process,
that transforms input to output.**



A bakery



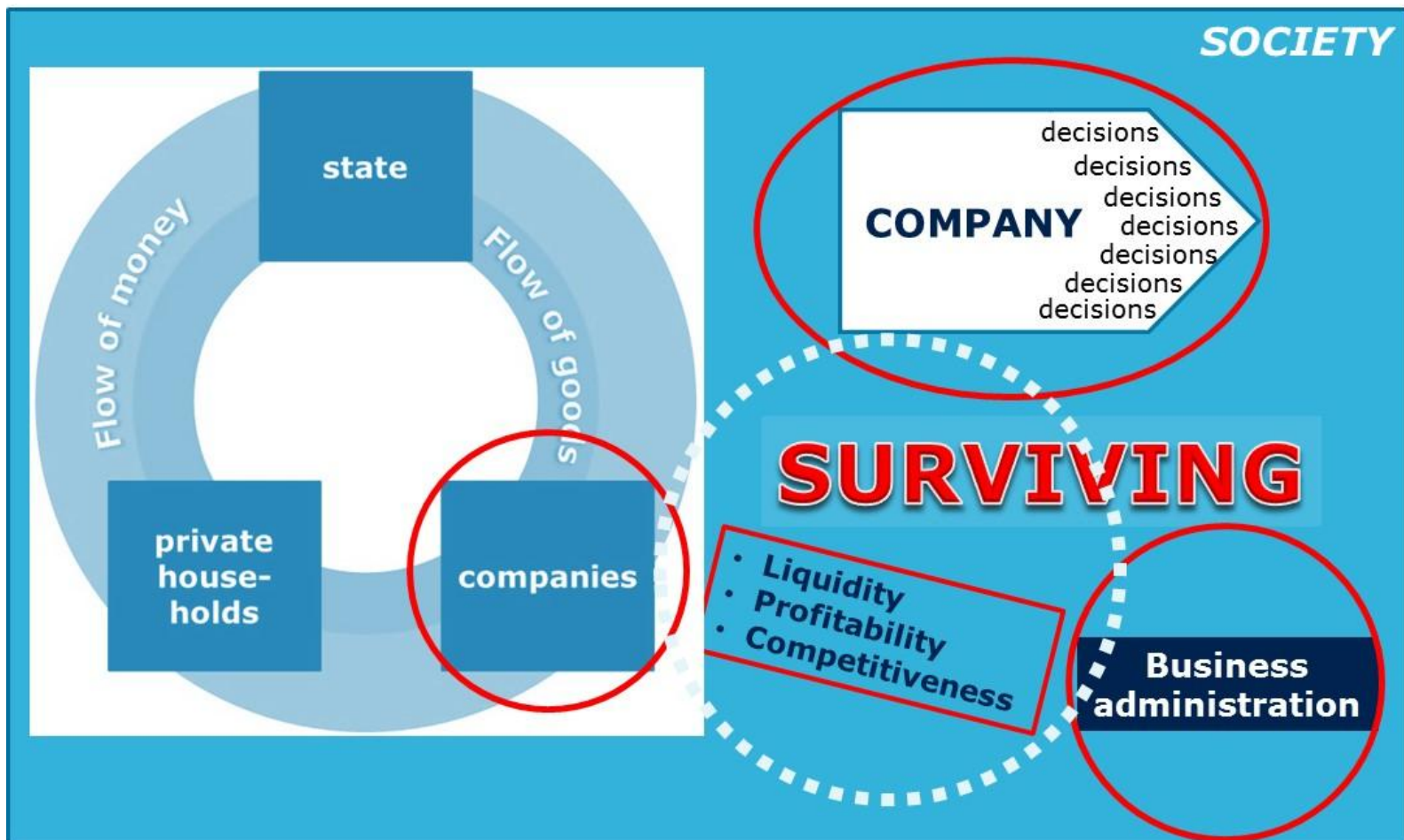


Business development

Business development depends on the function of business administration



Business administration supports companies in decision making.



Levels of business administration



customer

market level

Levels of business administration



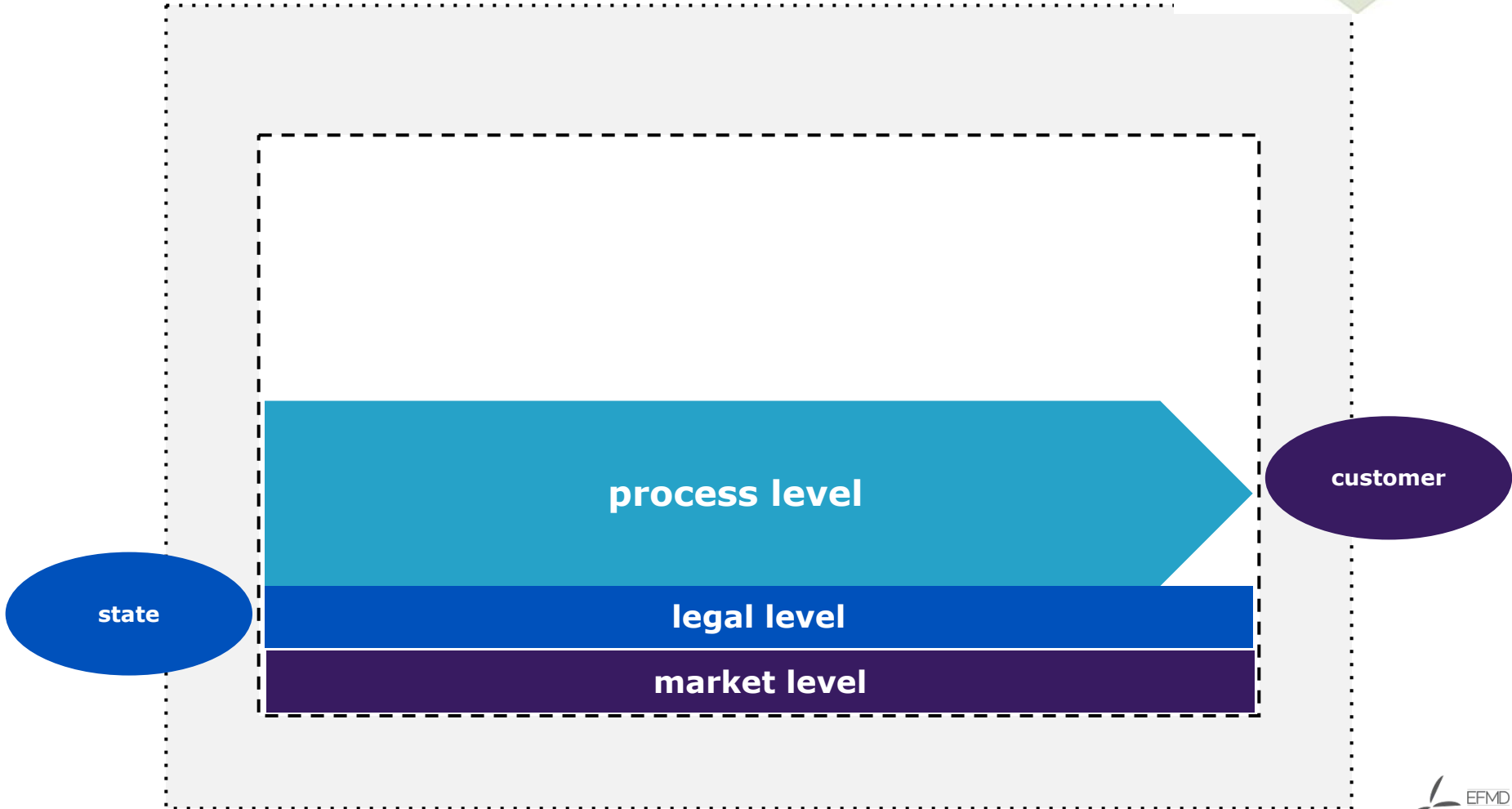
state

legal level

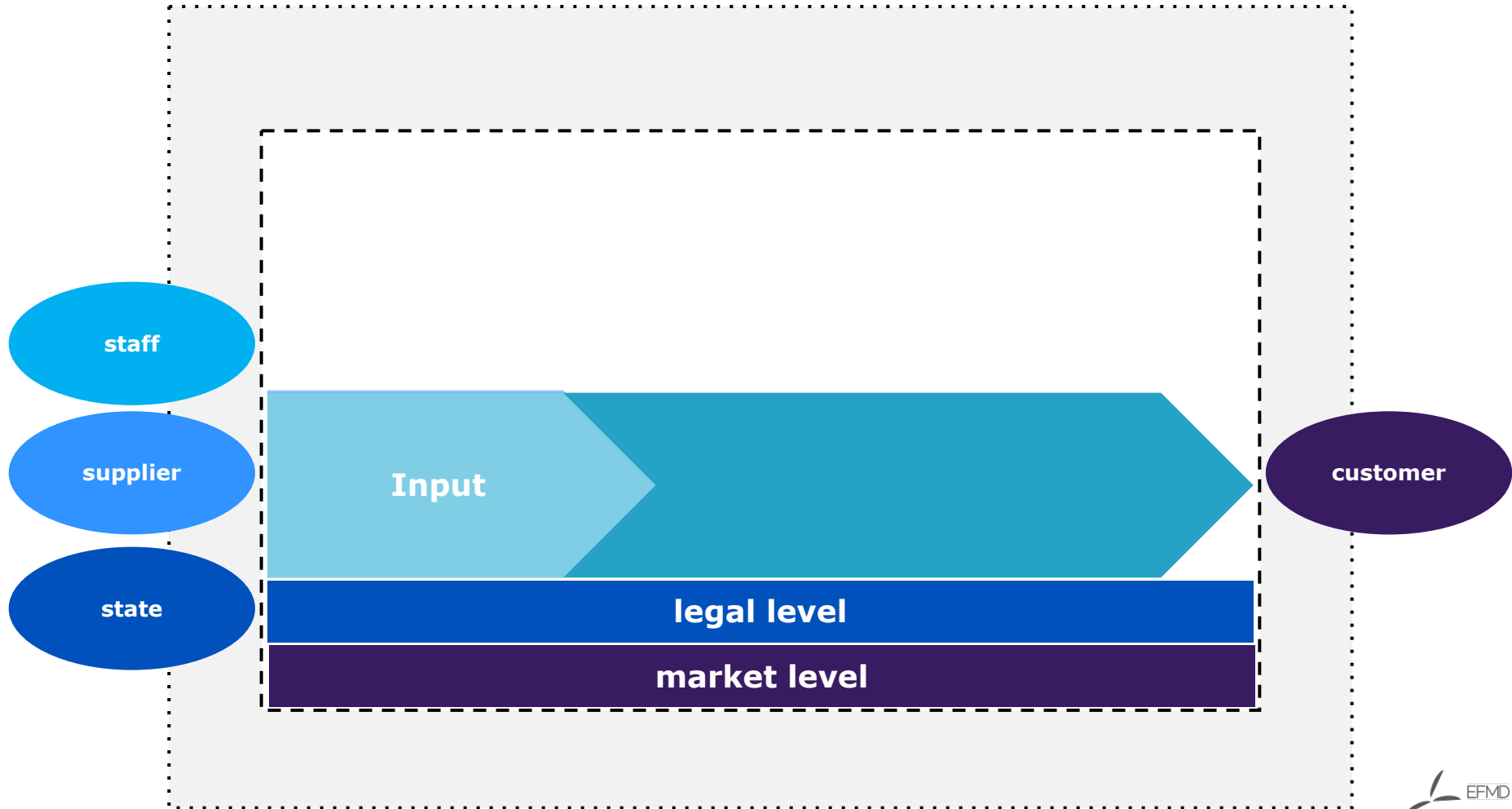
market level

customer

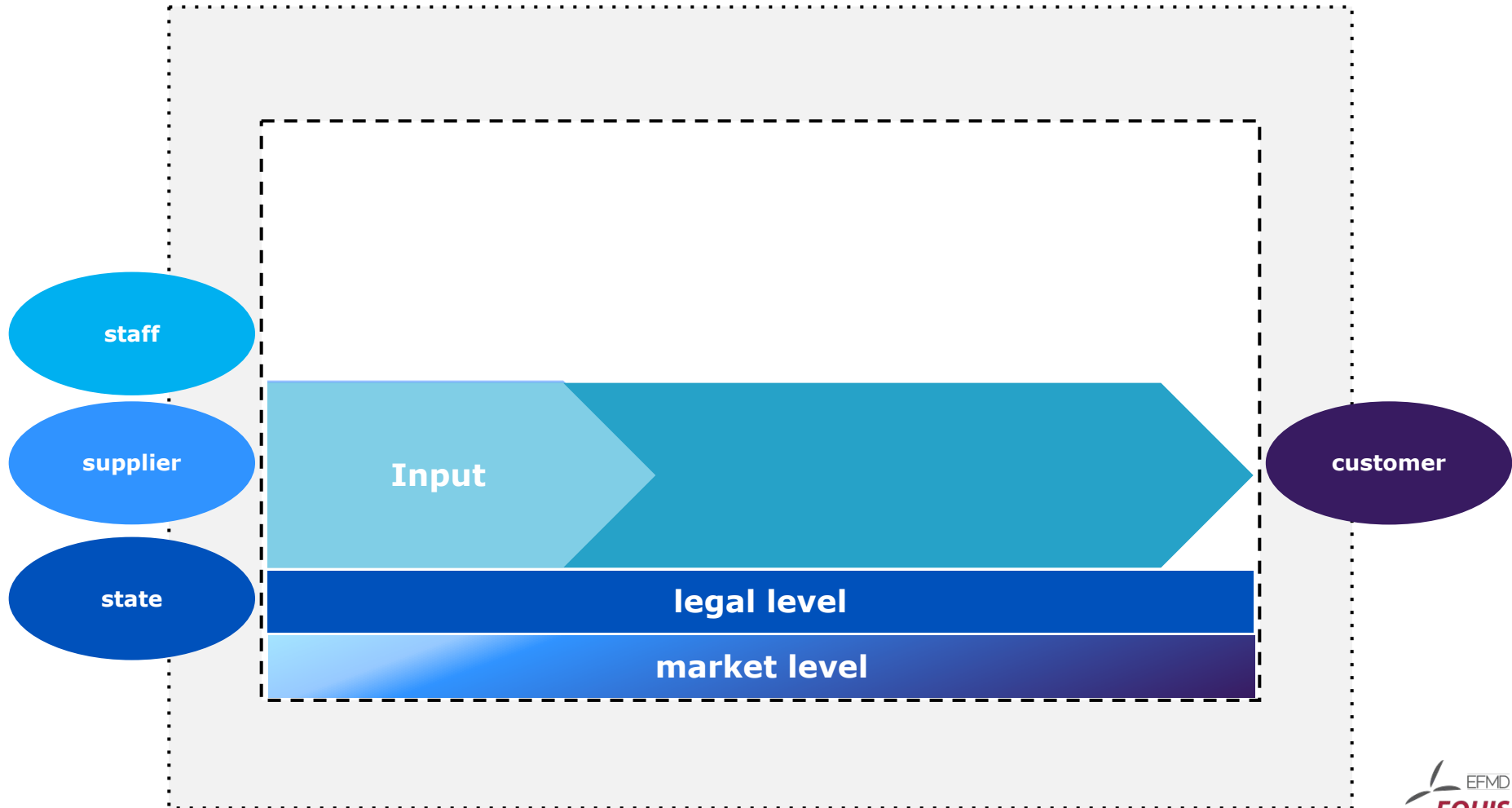
Levels of business administration



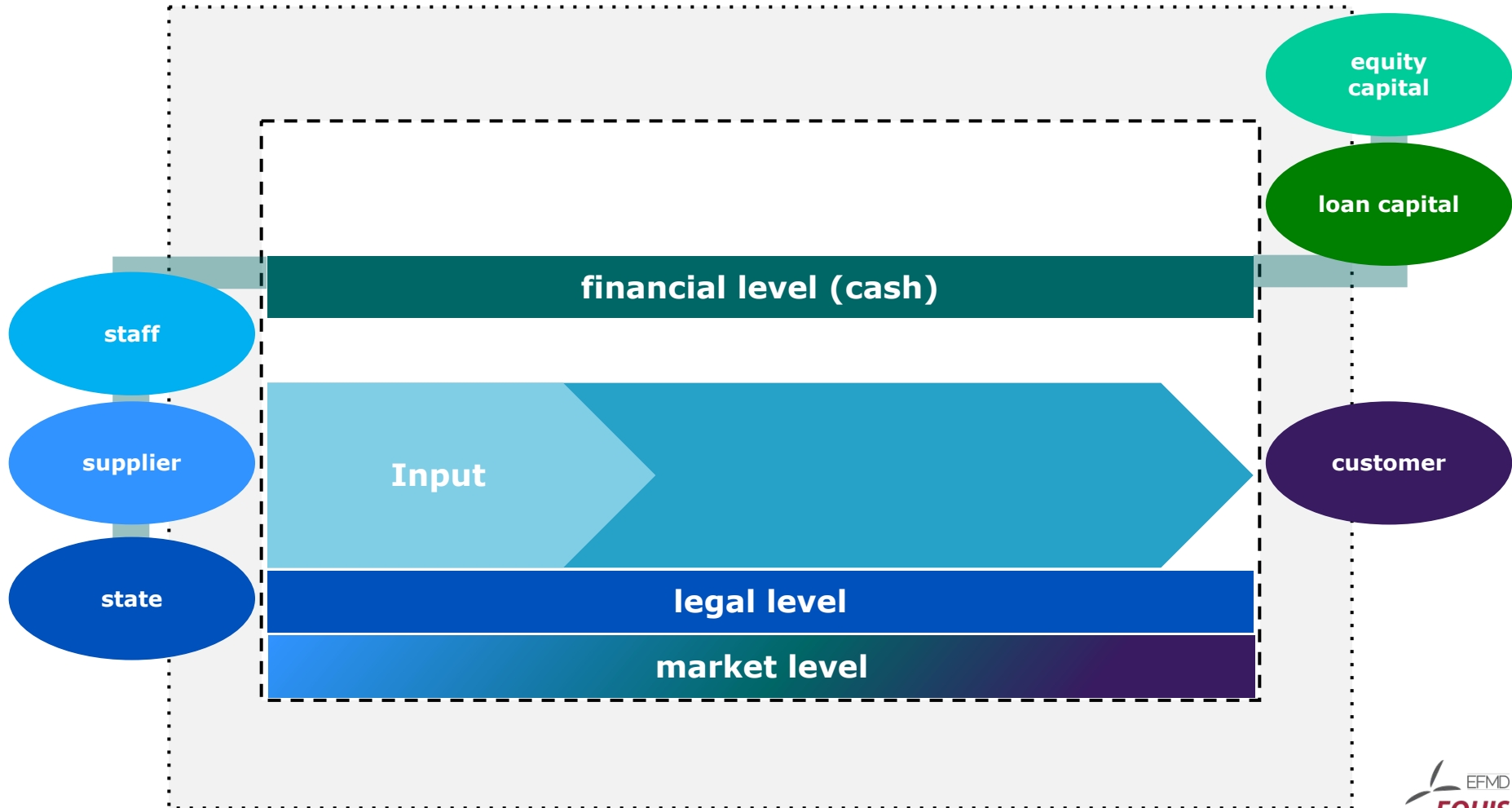
Levels of business administration



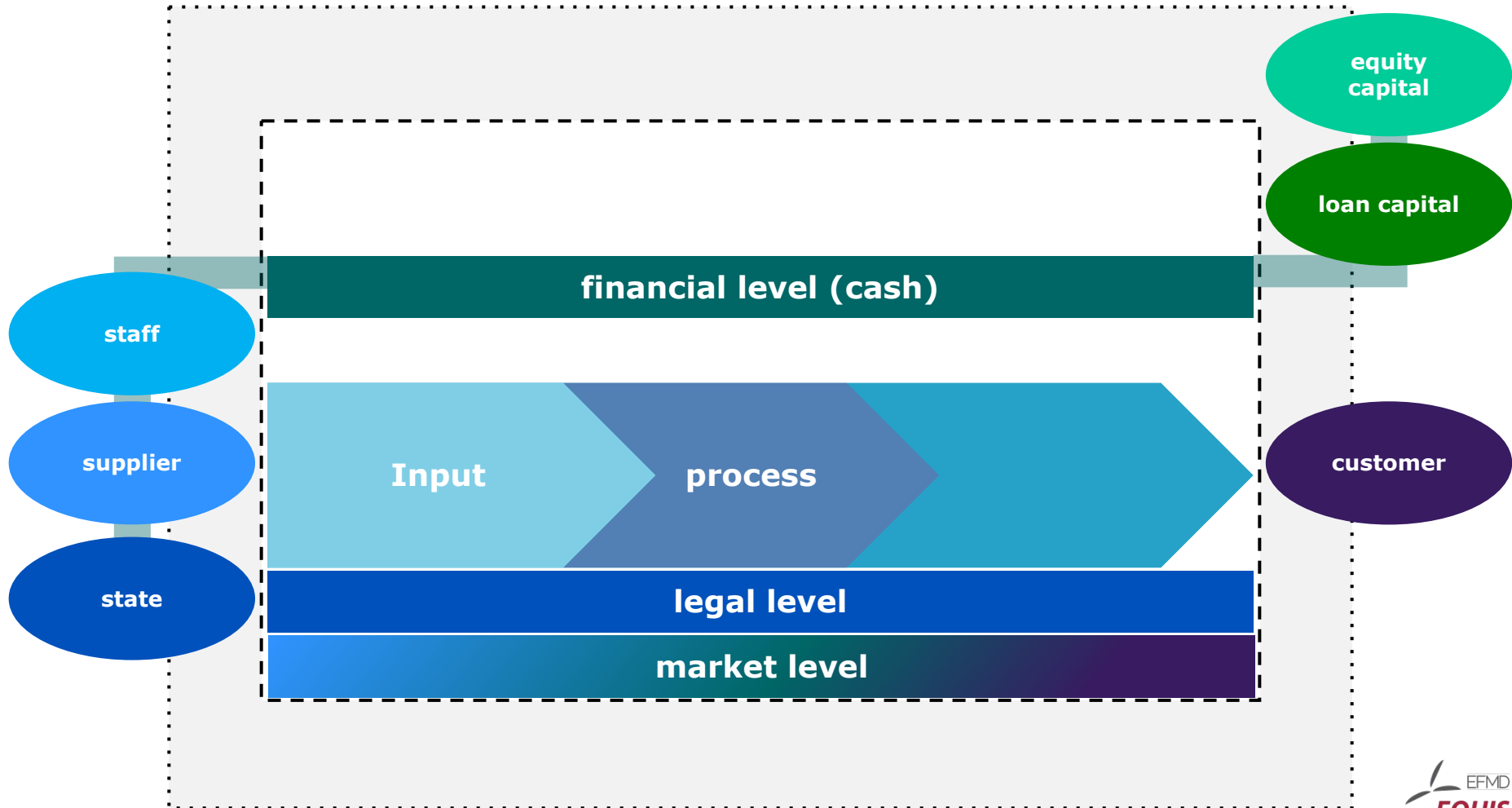
Levels of business administration



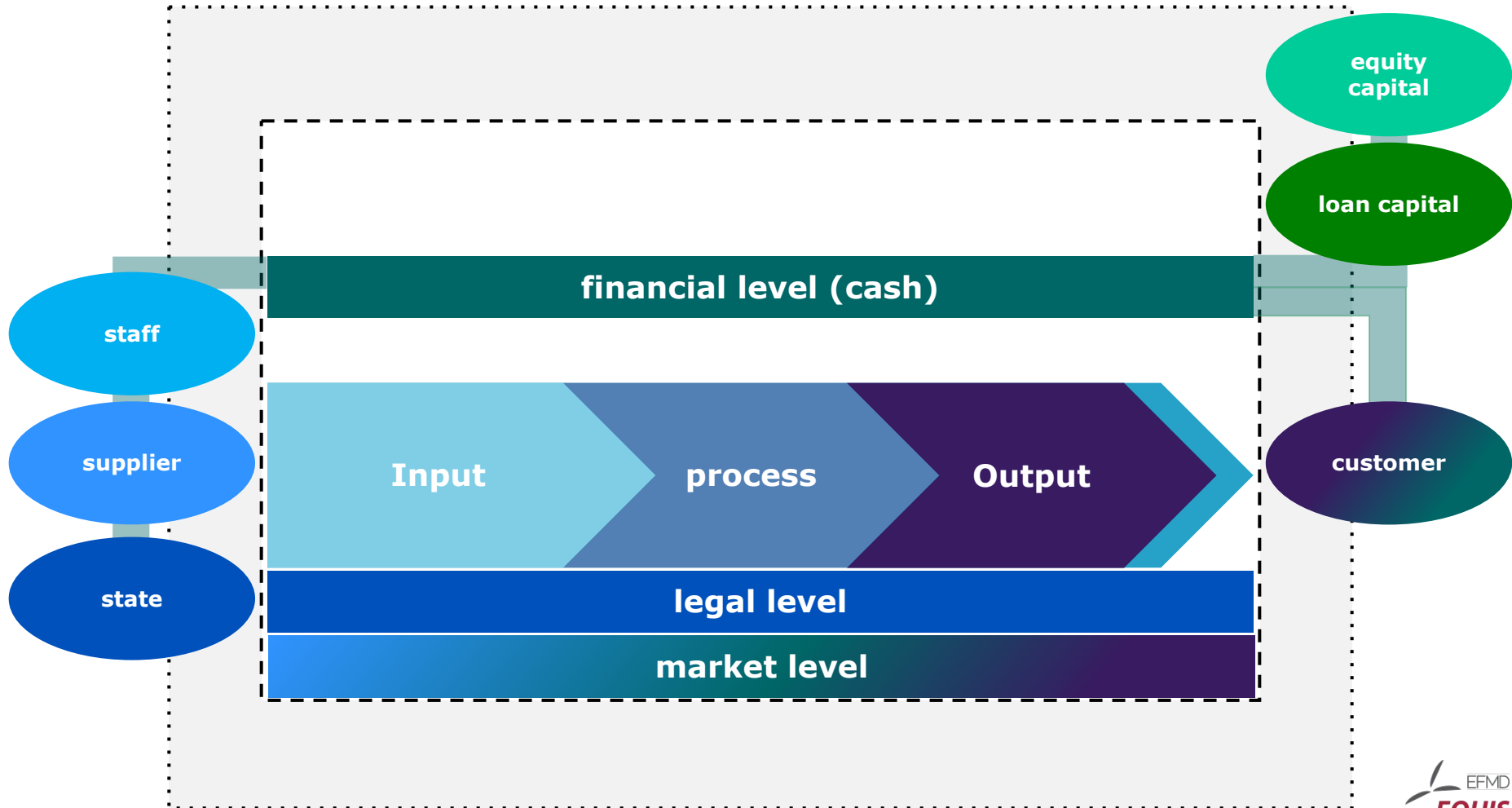
Levels of business administration



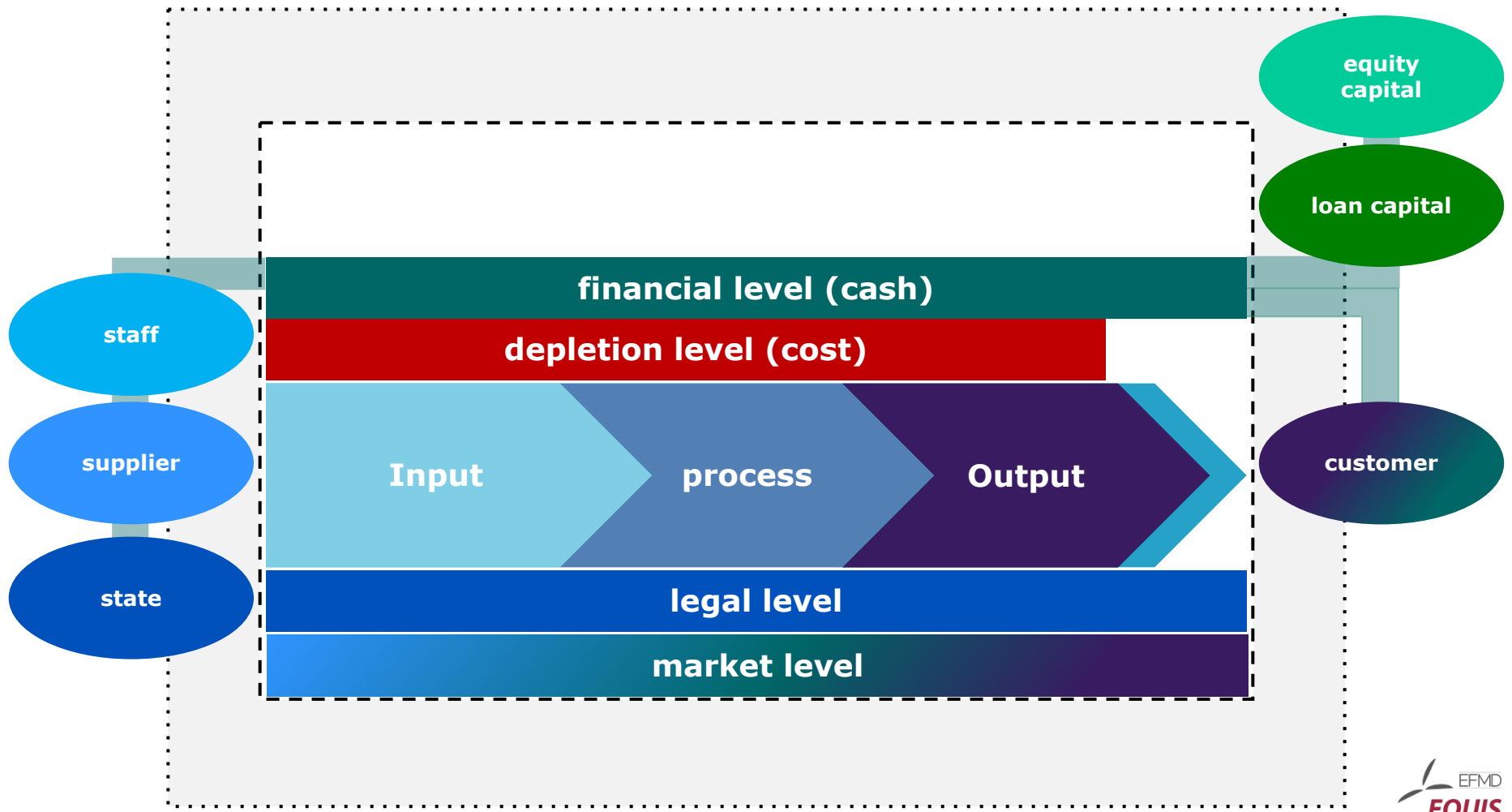
Levels of business administration



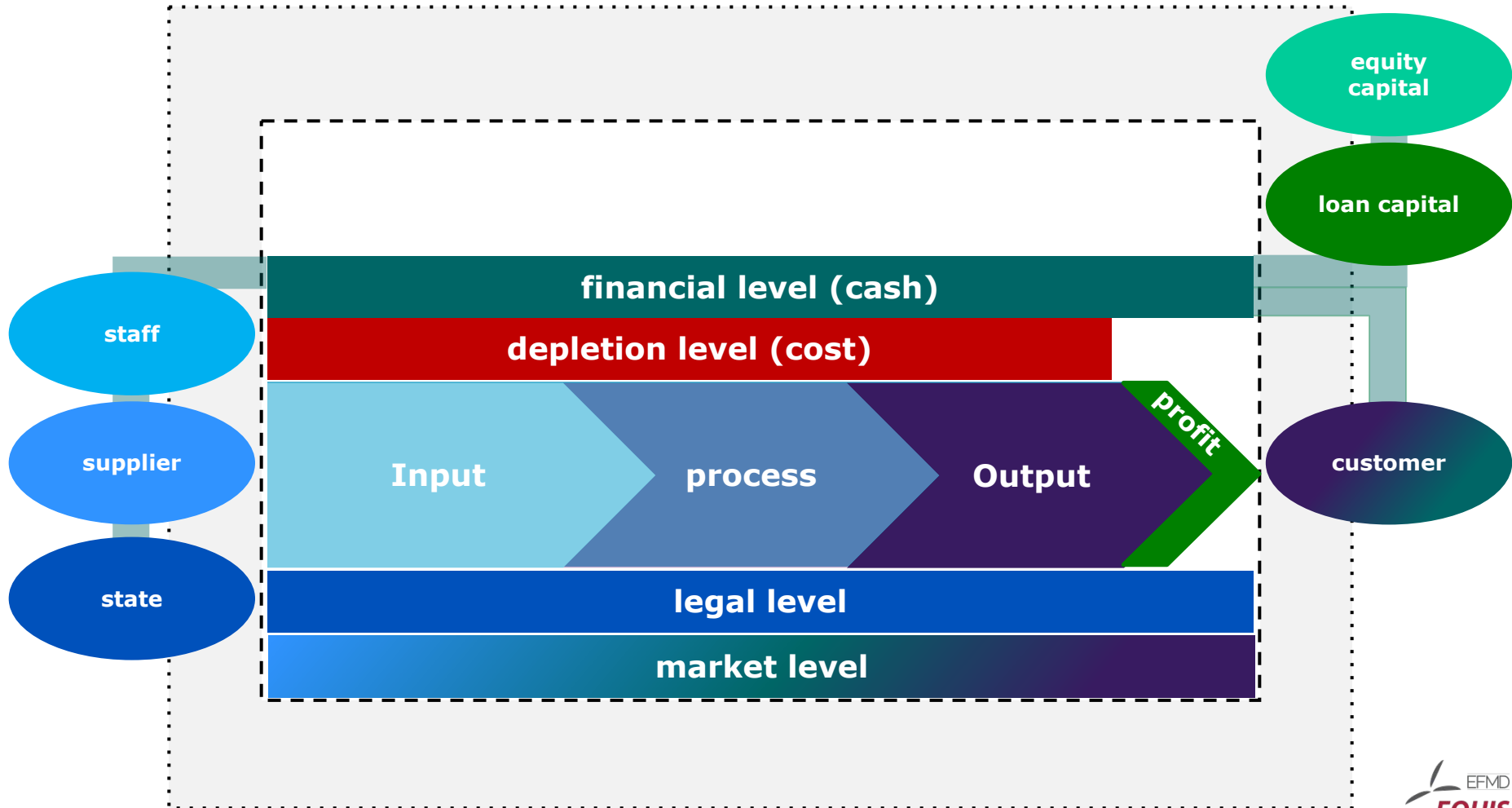
Levels of business administration



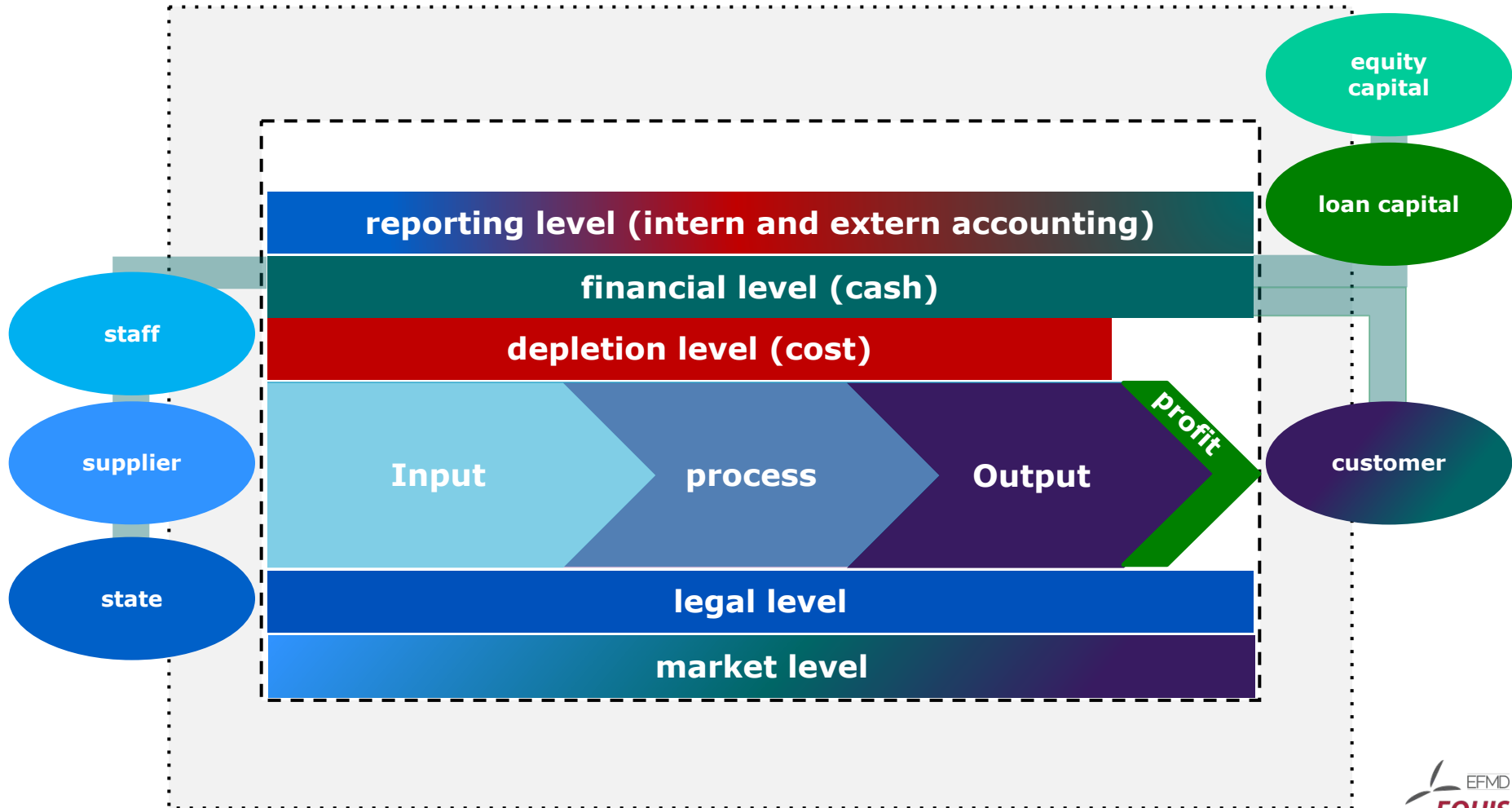
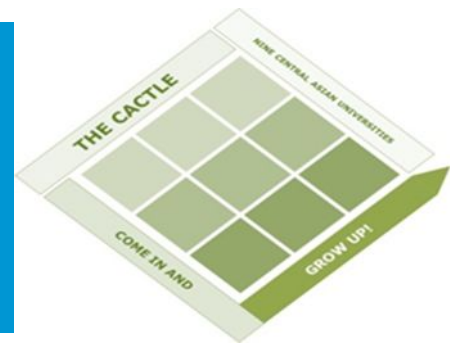
Levels of business administration



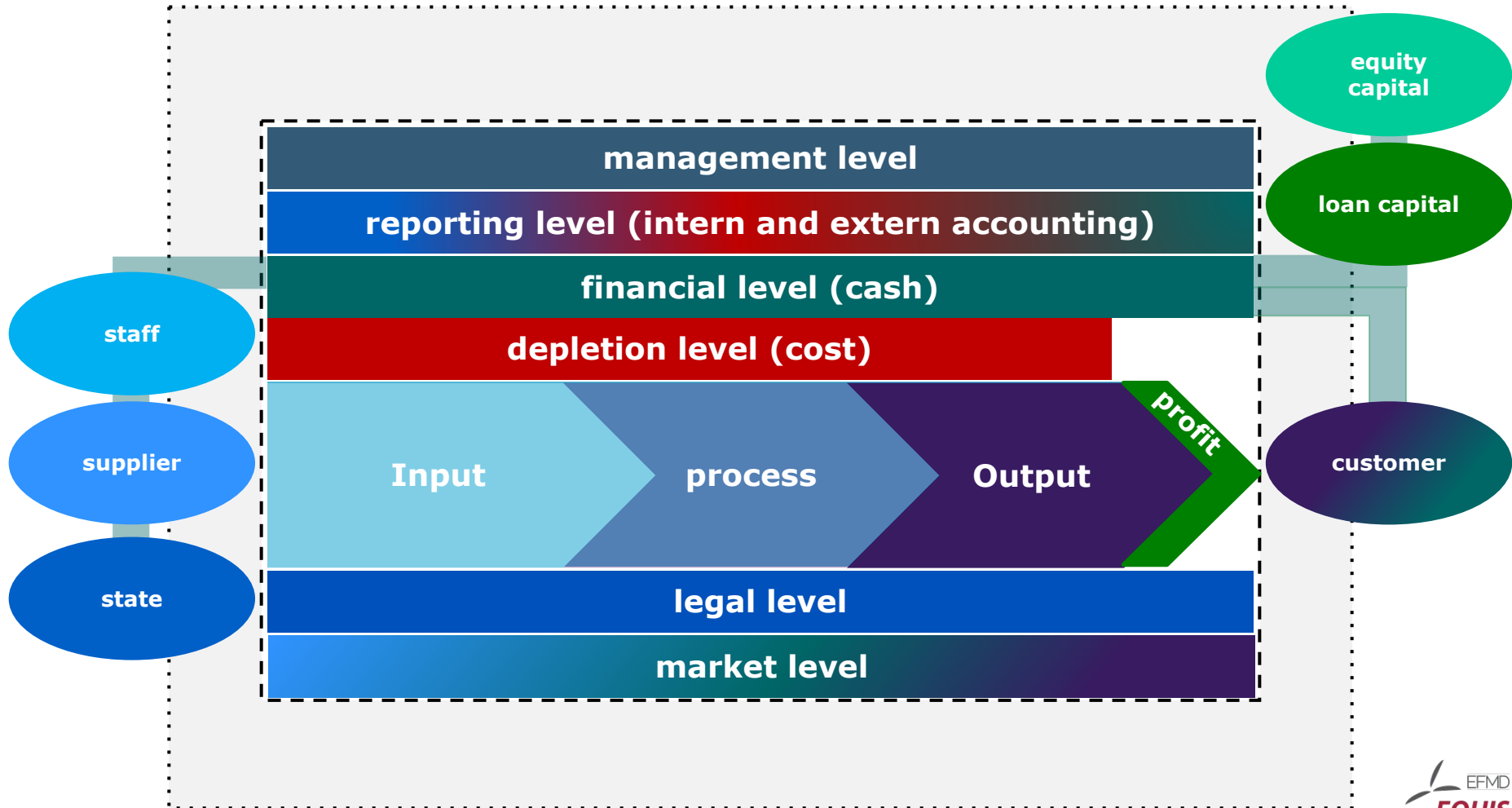
Levels of business administration



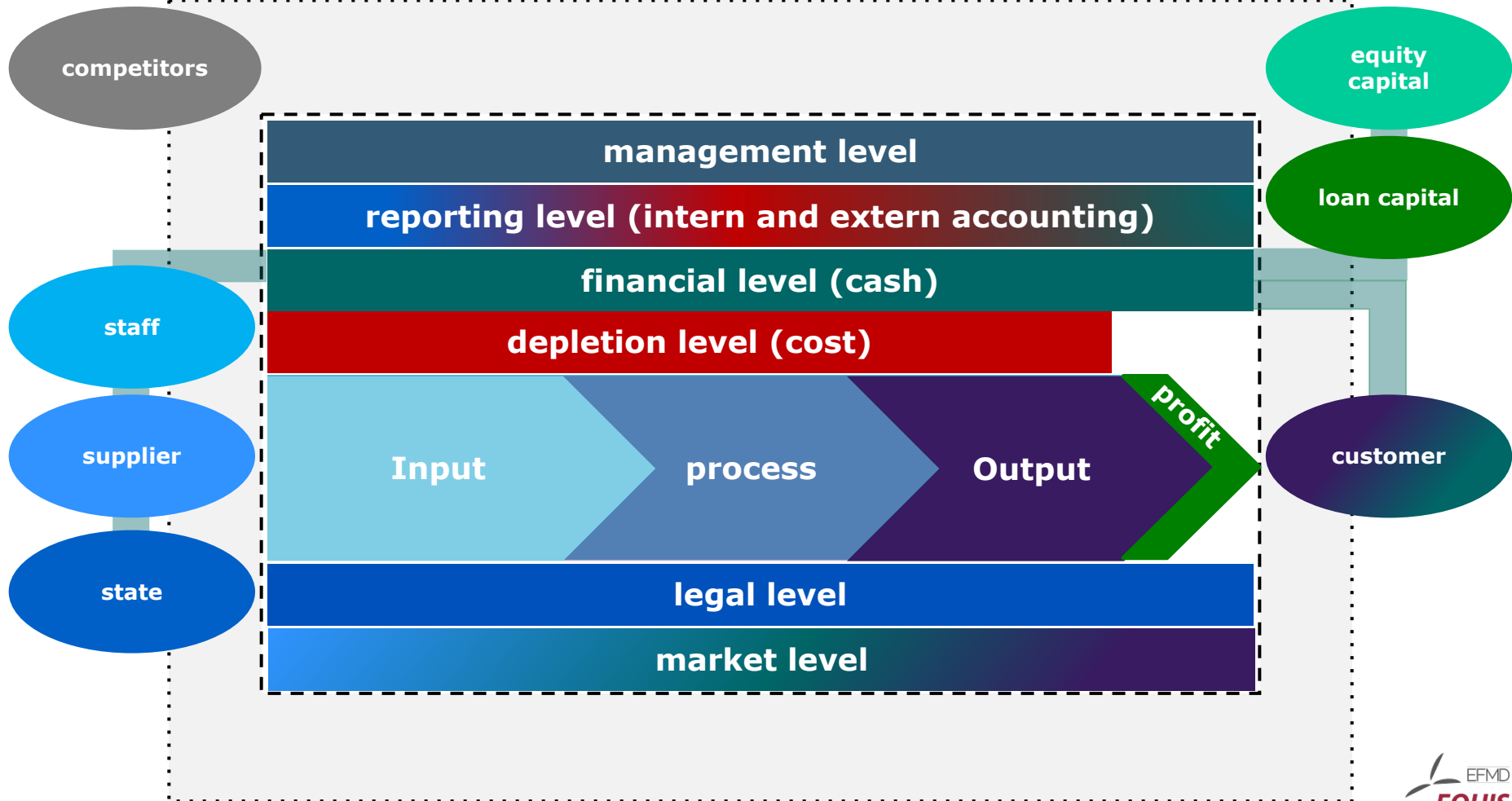
Levels of business administration



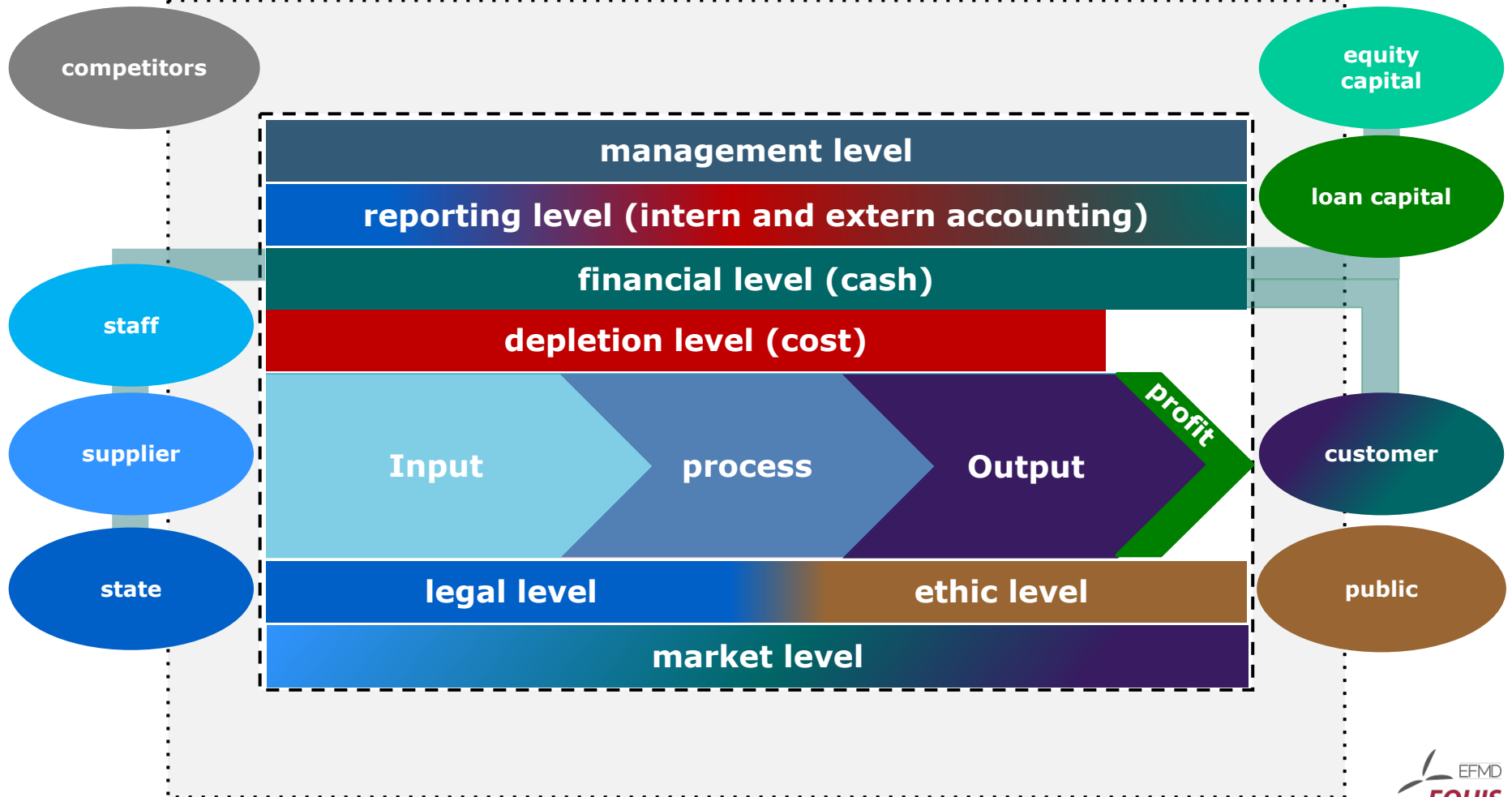
Levels of business administration



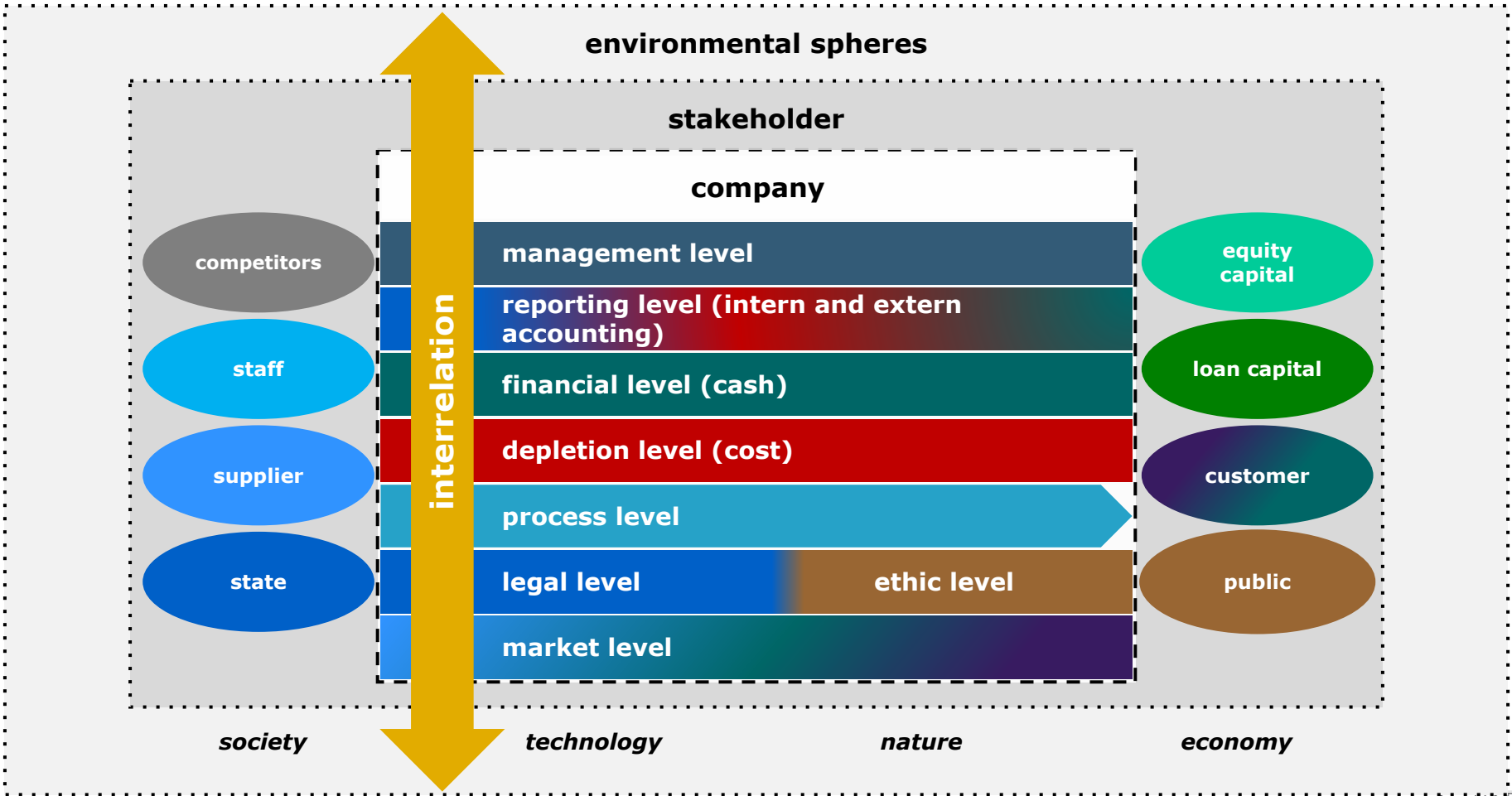
Levels of business administration



Levels of business administration



Levels of business administration



Market economy and its influences to businesses and companies and business administration



marketing

operations

human resources

accounting

investment

competition

change

communication

finance

many others

time

value chains

prognosis

entrepreneurship

decision making

economic participants

market

contract

price

risk

offer

demand

values

ethic

norms

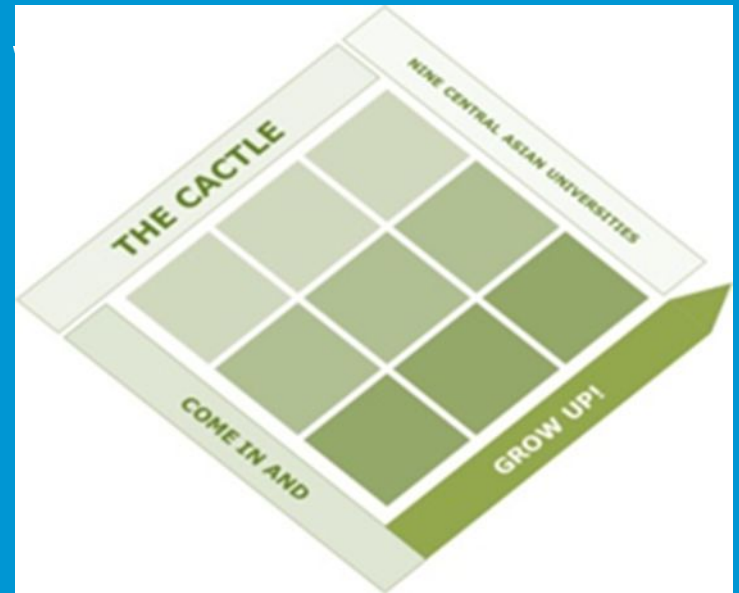
profit

specialisation

moral

power

Market economy

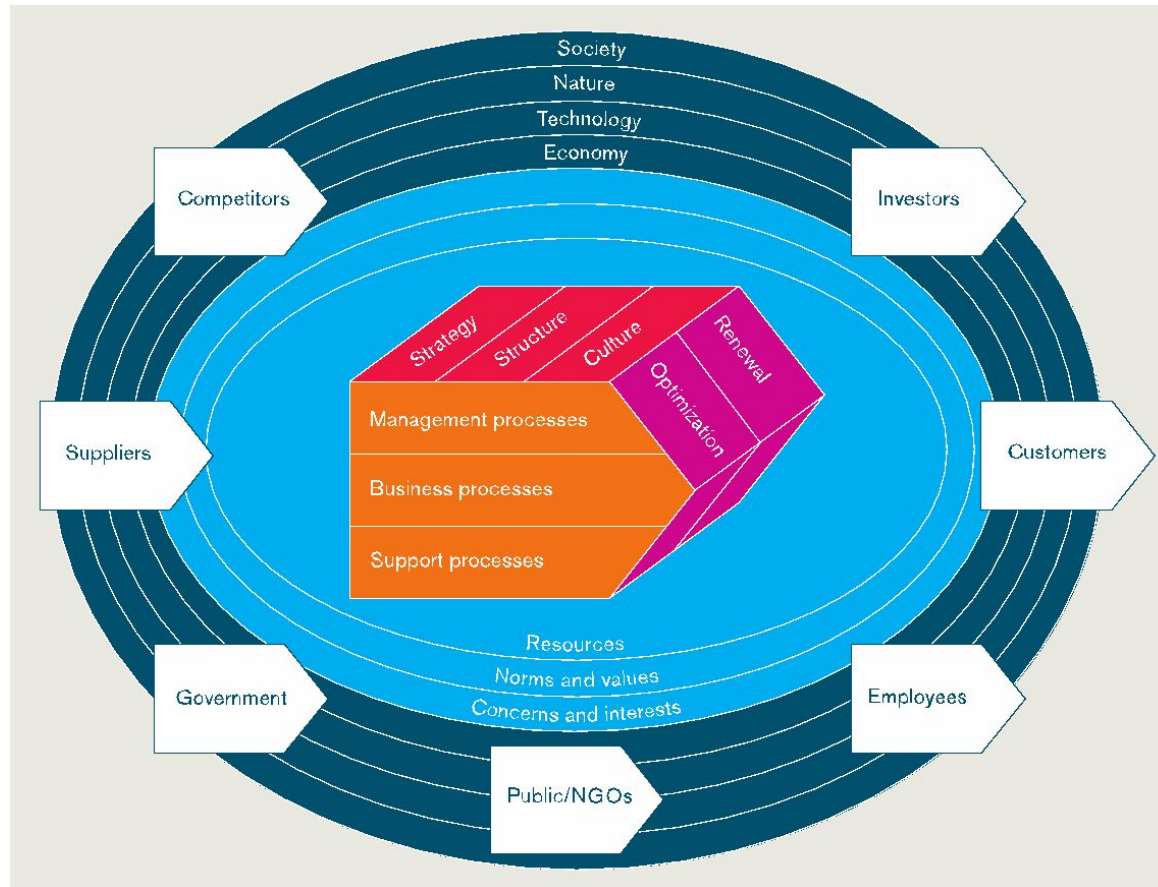


Management

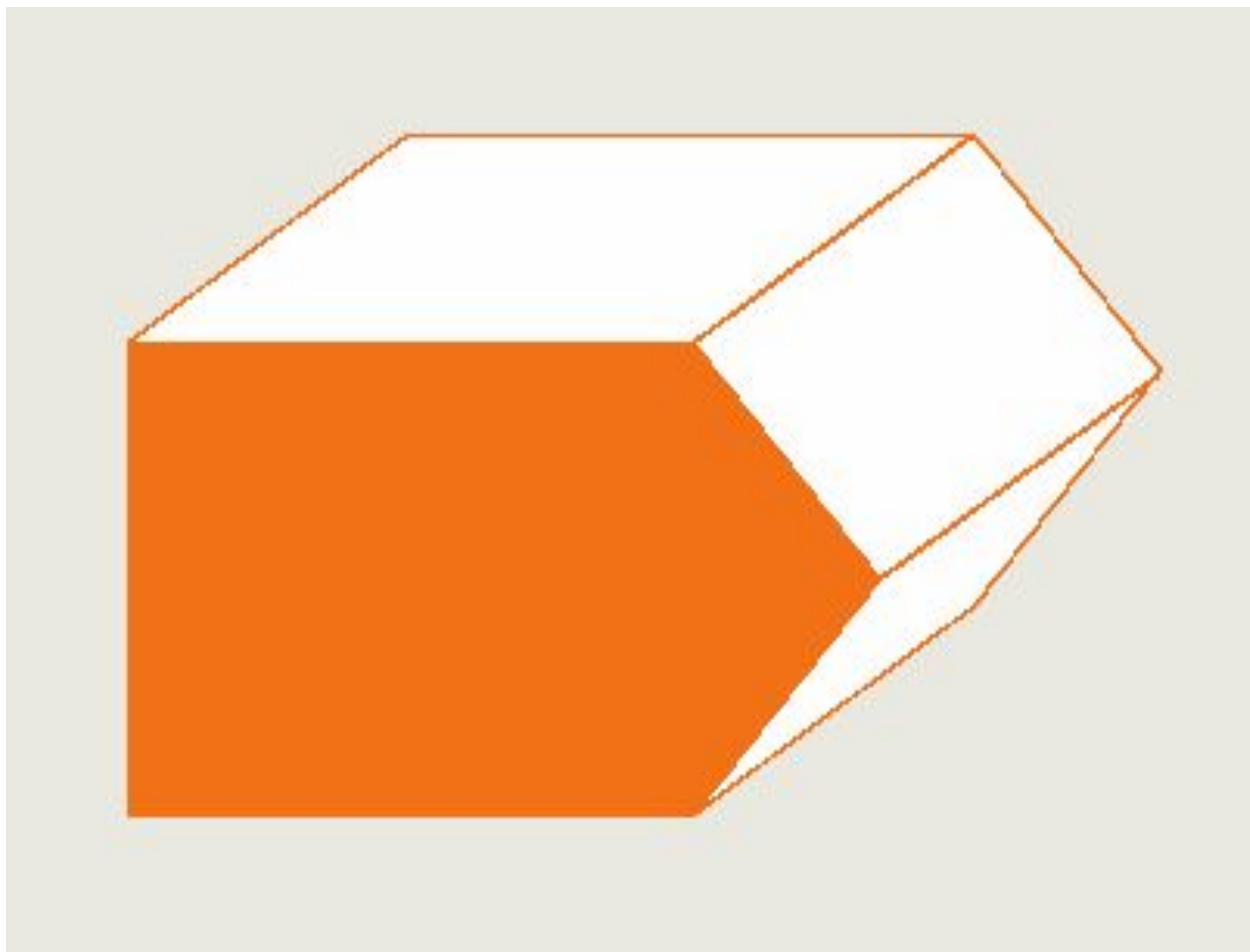
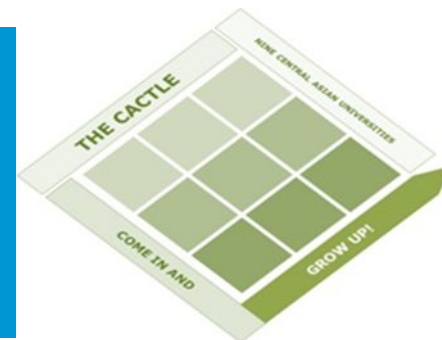
The new St. Gallen management model



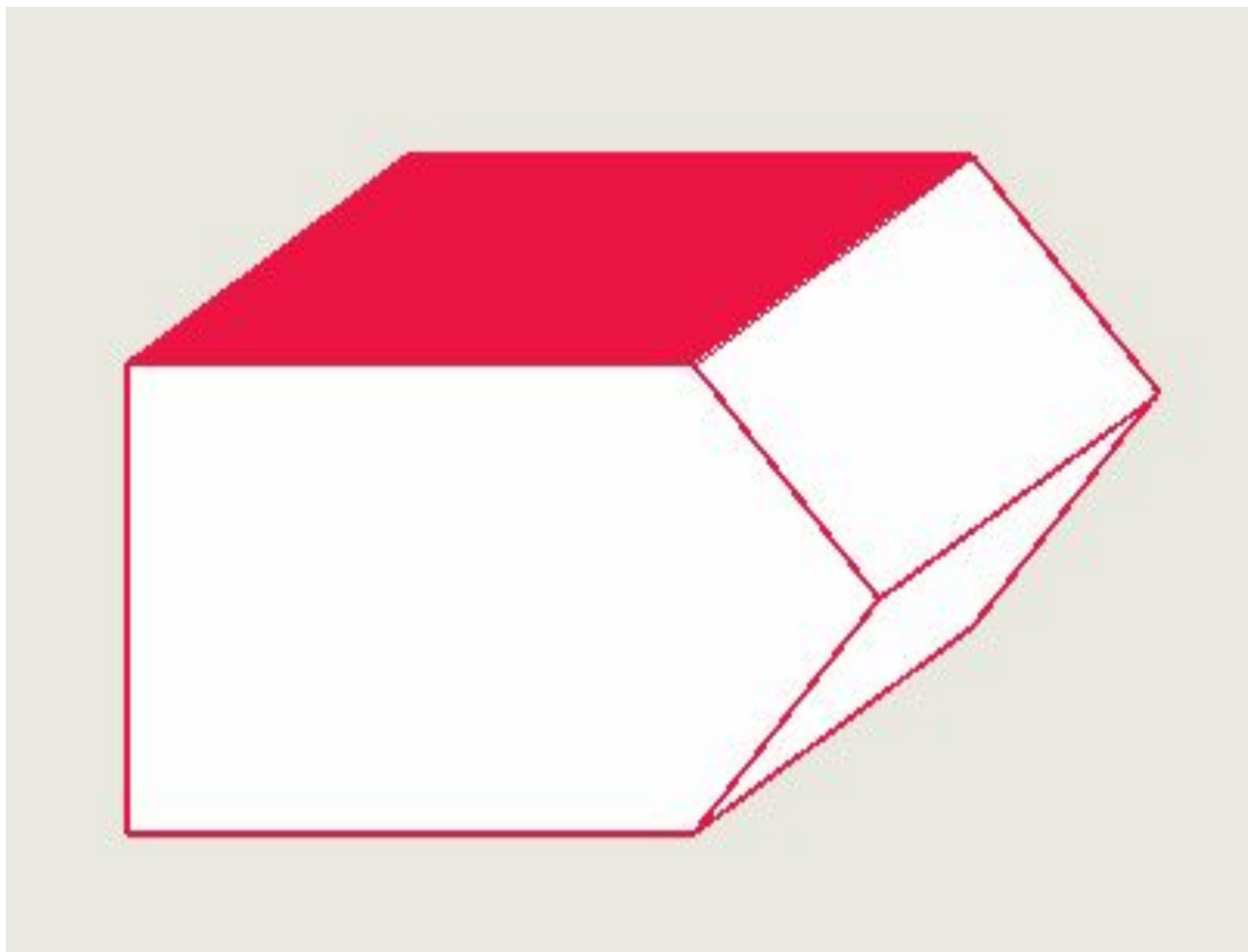
A management model reduces complexity and supports the management in doing their task: designing, controlling and developing a company.



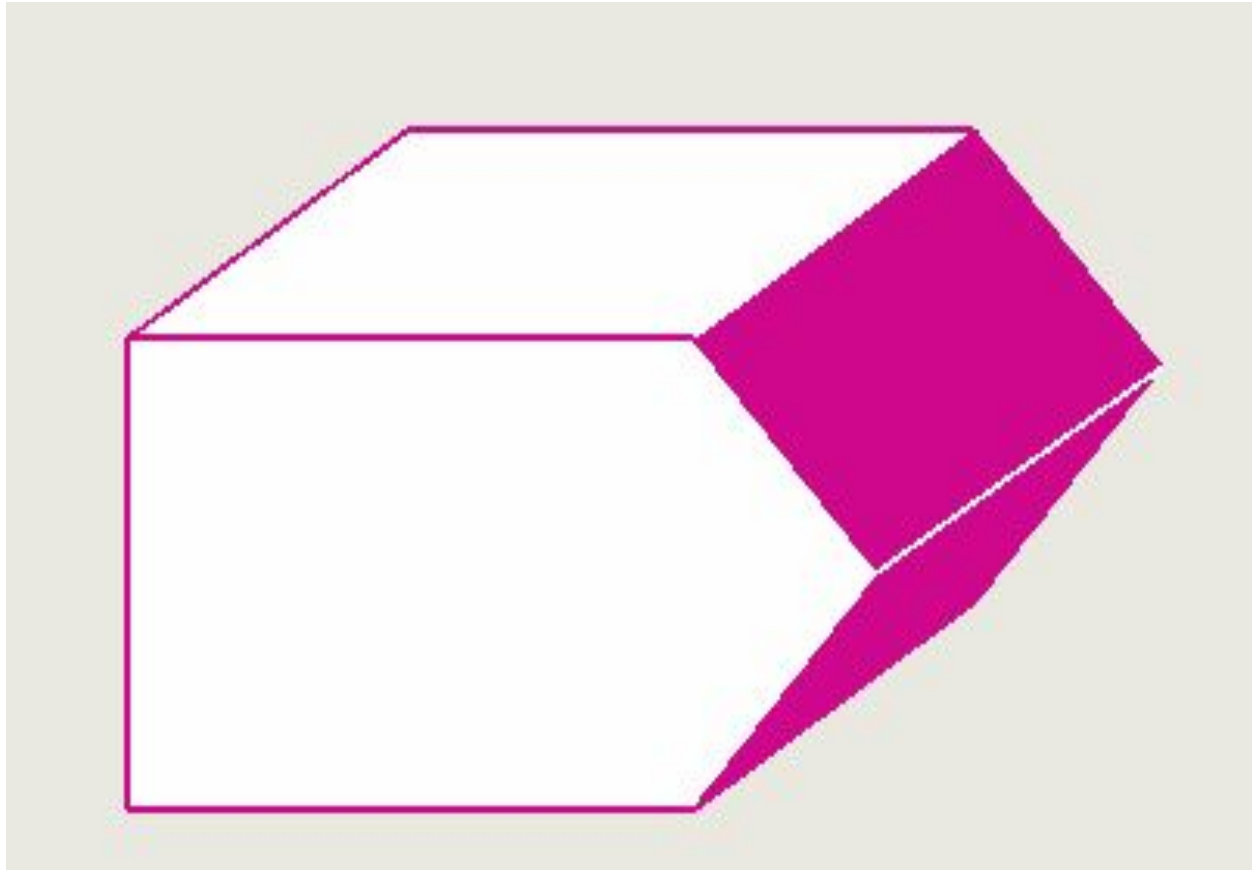
Processes



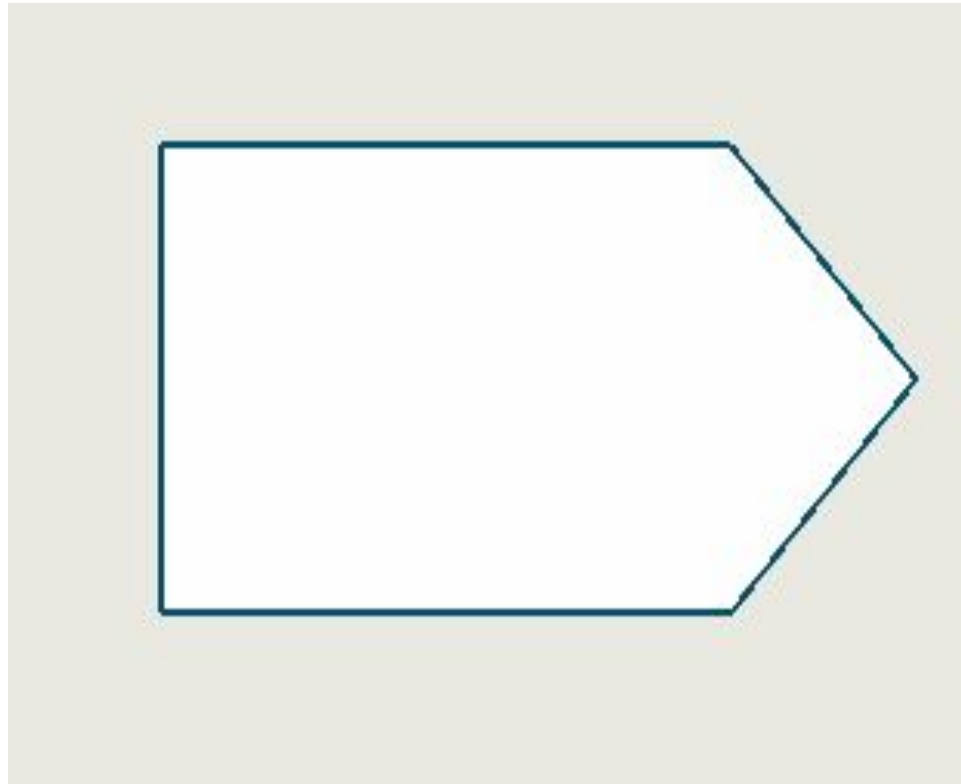
Structuring forces



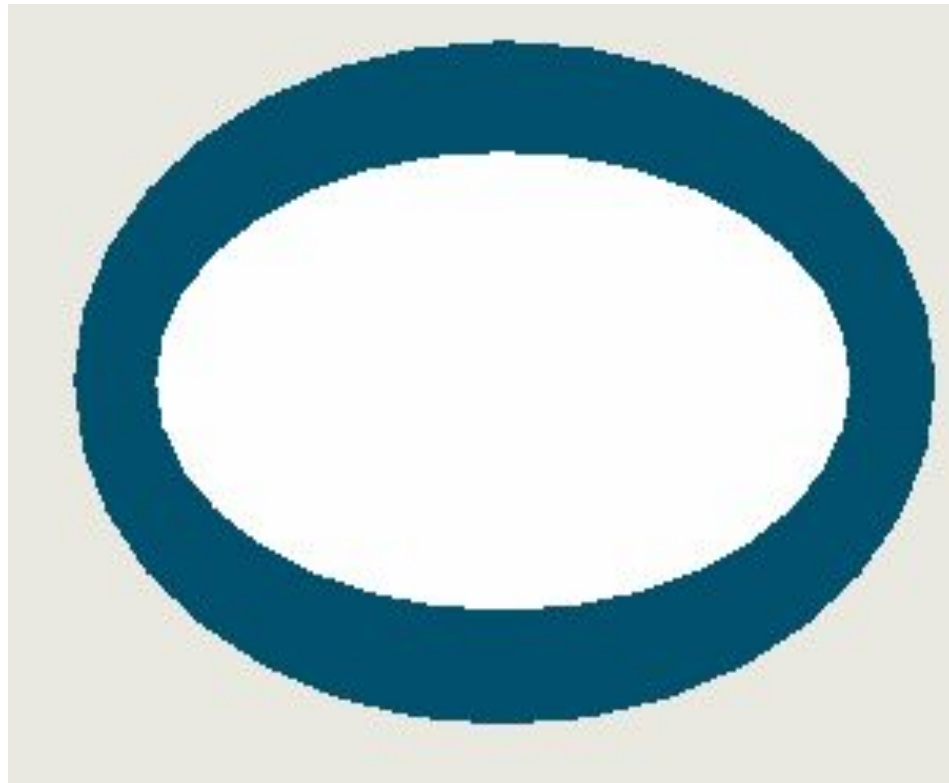
Modes of development



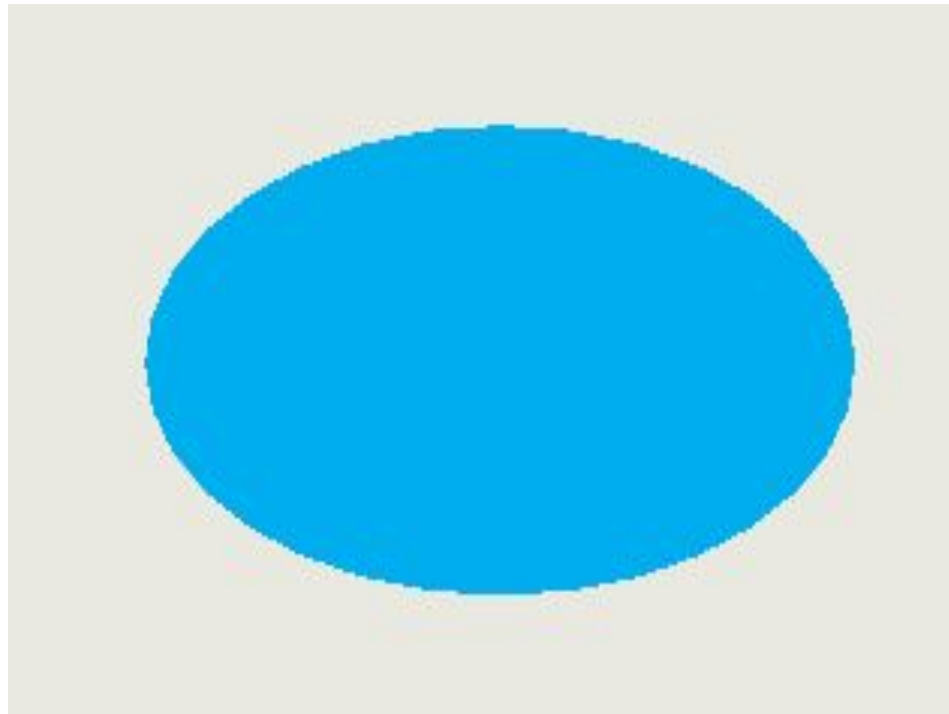
Stakeholders



Environmental spheres



Interaction



The new St. Gallen management model



A management model reduces complexity and supports the management in doing their task: designing, controlling and developing a company.

