Department of Business Faculty
Subject Syllabus

Subject Code : EL02
Subject Title : Managing Business Growth
Subject Specification : For Management Study Program
Subject Overview : The subject examines the venture growth processes for entrepreneurs. It focuses on the start-up issues and post start-up issues. Students will learn to analyze venture operations, to consider rapid growth issues and how to grow and manage in the post start-up phase.

Course Objectives :

1. Demonstrate and apply knowledge of the core concepts of business growth
2. Apply models and concepts to analyze issues related to the expansion of business organizations
3. Identify key business growth opportunities, to think and act entrepreneurially

Course method **:**

1. Lectures
2. Group discussion
3. Group presentation
4. Case studies
5. Group project

Learning Outcomes:

1. Knowledge: Understand the core concepts of business growth
2. Skills: Able to develop growth thinking
3. Attitude: Creative and resourceful

Course content :

This course will be delivered in 16 sessions as follows:

Week	Topic
1	Introduction: Overviews & Barriers
2	The Leaders
3	The Team

4	The Managers
5	The Core
6	The Strata of Strategy
7	Review for mid test
8	**Mid Examination**
9	The Strategic Plan
10	The Priority
11	The Data
12	The Cash
13	The Key Financials
14	The Growth Thinking
15	Review for final test
16	**Final Examination**

Grading System

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework and assignments	30%
Attendance	10%
TOTAL	100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for LSPR undergraduate programme is **60 and above.** In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction: Overviews & Barriers	Tools People Infrastructure	Lecture & Discussion
2	The Leaders	The face and pace of the company	Lecture & Discussion
3	The Team	Attracting & hiring	Lecture & Discussion
4	The Managers	Keeping and educating the team	Lecture & Discussion
5	The Core	Values, purpose, and competencies	Lecture & Discussion
6	The Strata of Strategy	Framework for domination	Lecture & Discussion
7		Review for mid test	
8	**Mid Term Examination**		
9	The Strategic Plan	Tool for planning	Lecture & Discussion
10	The Priority	Key focus area	Lecture & Discussion
11	The Data	Market prediction	Lecture & Discussion
12	The Cash	Access to cash flow	Lecture & Discussion

13	The Key Financials	Key financial levers	Lecture & Discussion
14	The Growth Thinking	Design approach to growth hacking	Lecture & Discussion
15		Review for final test	
16	**Final Examination**		

Guidelines

Midterm Paper Guideline **:** Written/Presentation/Projects

Final Paper Guideline **:** Written/Presentation/Projects

References **:**

1. A Guide To Designing Business Growth: How To Create A Unique Value Proposition For Customers by Emmanuel Breeland
2. Scale For Success: Expert Insight Into Growing Your Business by Jan Cavelle
3. Choosing The Right Path To Growth by McKinsey
4. Pal's Sudden Service – Scaling An Organizational Model To Drive Growth by Gary P. Pisano, Francesca Gino, Bradley R. Staats

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