

DOMINICAN UNIVERSITY
Brennan School of Business
BAD 730 Entrepreneurship
Syllabus – Fall 2017
(DRAFT as of 6/15/17)

Instructor:	Mike Kiyosaki
Office Hours:	Thursday @ 5:00-6:00pm in Lewis 205 or by appointment
Instructor Email:	mkiyosaki@dom.edu
Student Email:	Student communication will be thru your userid@dom.edu address. Please ensure it is updated in Canvas and myDU.

COURSE OBJECTIVES :

Successful entrepreneurship requires a unique mix of passion, problem solving, and proven business practices. This course provides information on business startups, funding sources, issues related to growth, and the role of small business in the economy. It is intended to go beyond academic theory by providing practical learning experiences integrating proven business practices with hands-on problem solving and exposure to the passion of entrepreneurs. The capstone event of the course is the business plan evaluation of specific ventures developed by students, social entrepreneurship ventures identified by students, and/or projects for local small businesses. Ability to work in a team environment is critical for success in this course.

EXPECTED LEARNING OUTCOMES

Upon successful completion of this course, students should be able to:

- Identify which business skills are most important for success in a wide variety of entrepreneurial settings.
- Gain familiarity with the concepts, issues and decisions involved in starting a new business.
- Evaluate and articulate basic business components: Customer/opportunity, solutions, value proposition, go to market plans (GTM), financials, and growth management.
- Analyze entrepreneurial & disruptive opportunities based on markets, finances, operations capabilities, and the human element.
- Develop and present a business plan.
- Discuss and evaluate opportunities in the field of social entrepreneurship.

PREREQUISITES

Core Business Courses recommended

MEETING TIME AND DAYS

Thursday, 6:30-9:30 PM

REQUIRED TEXTS

Scarborough & Cornwall, *Essentials of Entrepreneurship and Small Business Management*, 8th Edition, New Jersey: Prentice Hall, 2015, ISBN-13: 9780133849622 (6th or 7th Editions can be used. Students responsible for chapter synchronization)

ASSESSMENT OF STUDENT LEARNING

Grading:

Course components are weighted as follows:

- Group Project on Disruptive Innovation & Opportunity – (20%)
 - Telemedicine (Teladoc, Amwell, Doctor on Demand)
 - Health & Fitness (Fitbit, Jawbone, Garmin)
 - Fundraising (Kickstarter, Crowdfunder, Crowdrise)
 - Virtual Assistants/AI (Apple, Google, Amazon, Microsoft)
 - Autonomous/Driverless Cars (Google, Apple, Tesla, GM)
 - Digital Wallets/Payments (Venmo, ApplePay, PayPal, Bitcoin)
- Quizzes (3) - Multiple Choice – (30%)
 - No makeup tests unless prior prearrangements have been approved.
 - Students requesting academic accommodations need to speak with me during the first two weeks of class.
- Group Business Plan Development and Presentation to Investment Committee – (35%)
- Class Participation and Discussion – (15%)
 - It is expected that students *attend classes and come to class on time*. Email notification required to instructor prior to missing a class. Attendance will be taken each class. *Excessive absences (2+) will adversely impact grades.*
 - Required reading and assignments are to be *done before class*. Students are expected to be prepared and actively participate in ALL class discussions and to take advantage of the opportunity to learn from their classmates.
 - Students are responsible for asking about any material that is unclear.
- *Note 1: For Group Projects, each student will be part of a group of 2-4 students. All students should provide comparable effort and must be able to explain the entire Group solution. Students will receive a combined Project and Contribution/Participation grade weighted 80/20. All Grading Rubrics will be posted in Canvas.*
- *Note 2: Course policies regarding grading scale and academic integrity will follow those outlined by the Brennan School of Business.*

USE OF TECHNOLOGY

- During class, focus is on discussion and engagement; hence personal laptops, tablets, cell phones etc. are NOT permitted to be used in the classroom.
- All class lectures and presentations will be posted on CANVAS including the Syllabus and Grading Rubrics.
- Group assignments assume basic skills in Microsoft Office (Word, PowerPoint and Excel) and Canvas. Various online tutorials/workshops exist to learn the basics if needed and is the student's responsibility.

COURSE CALENDAR

- The calendar is subject to change due to content discussion and guest speaker schedules.
- Any changes to upcoming class schedules and due dates for assignments will be reviewed at the beginning of each class.
- Attendance is mandatory for all graded activities and Guest Speakers.
- The course material will be reviewed in the following sequence:

Class #	Date	Topics	Textbook Reading	Guest Speaker or Graded Activity
1	<u>Aug</u> 31	Class Introduction/Expectations. Business Concepts/Framework/Syllabus Discussion	Syllabus	
		Entrepreneurs: The Driving Force Behind Small Business. <u>Disruptive Technology Project Assignment & Homework</u>	Chapter 1	
2	<u>Sept</u> 7	Strategy/Value Propositions/Markets/Feasibility	Chapter 4	
		Building a Business Plan	Chapter 5	
3	14	Creating a Successful Financial Plan	Chapter 11	
		Managing Cash Flow	Chapter 12	
4	21	Disruptive Technology Presentations Present Business Plan Project Ideas		Group Presentations
5	28	No Class – Field Assignment/Project Team Planning		
6	<u>Oct</u> 5	Quiz #1 Feedback: Disruptive Technology Project/Quiz #1	Chapter 8	Quiz #1 (Chap. 1,4,5,11,12)
		Building a Powerful Marketing Plan Pricing Strategies	Chapter 10	
7	12	Project Plan Due (CEO) E-Commerce and Social Media	Chapter 9	<u>Guest Speaker: Retail Malls</u>
		Launching a Venture & Forms of Ownership	Chapters 6	
8	19	Sources of Financing: Debt and Equity Group Work Session	Chapter 13	
9	26	Quiz #2 Group Work Session		Quiz #2 (Chap. 6,8,9,10,13)
		Feedback: Quiz #2 Staffing and Leading a Growing Company	Chapter 16	<u>Guest Speaker:</u> VP, HR
10	<u>Nov</u> 2	Business Model & Marketing Plan Review (CEO+CMO)		
		Ethics & Social Responsibility	Chapter 2	
11	9	Franchising	Chapter 7	
		Operational & Financial Plan Review (COO+CFO)		
		Global Aspects of Entrepreneurship	Chapter 15	
12	16	Quiz #3		Quiz #3 (Chap. 2,7,15,16)
13		<i>Feedback: Quiz#3</i> Website Review – CMO		
	23	Thanksgiving Break (No Class)		
14	30	Draft Business Plan + Website Review		<u>Draft Business Plans Due</u> <u>Guest Speaker:</u> Partner, Venture Capital
		Group Work Session or Resume Workshop		
15	<u>Dec</u> 7	Investment Committee Presentations		Group Presentations
16	14	Investment Committee Presentations Final Business Plan & Evaluations		Group Presentations Final Business Plans Due