



ENTR 297 01 ENTREPRENEURSHIP
(TR 1:00– 2:15 PM, Main Campus, Lewis Hall, 332)
Fall 2017 Course Syllabus

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Office Hours:	TR (10:00 – 11:30AM), R (2:30-3:20PM)	Canvas:	http://canvas.dom.edu
	Tuesday: August 29th Start	IT Help	(708) 524-6888

Course Description: This course is designed to provide advanced undergraduate students a solid understanding of the vital role played by entrepreneurs and small businesses in the global economy. During this semester, we will assess, explore, critique, and celebrate the phenomenon of entrepreneurship. This course provides information on business startups, funding sources and the role of small business in the economy. The primary goal is to legitimize and strengthen the entrepreneurial mindset each of you possess, and to help create the skill set that is useful for entrepreneurs as they search for, identify, evaluate, and exploit opportunity in either startup or established organizations.

Textbook: Scarborough & Cornwall, *Essentials of Entrepreneurship and Small Business Management*, 8th Edition, New Jersey: Prentice Hall, 2015, ISBN-13: 978-0133849622 (6th or 7th Editions can be used. Students responsible for chapter synchronization)

Prerequisites: BSB majors or non-BSB students who have completed fewer than eight courses from Brennan.

Learning Objectives and Outcomes:

Following completion of this course, the learner should be able to:

1. Develop an understanding of and an appreciation for entrepreneurship and the entrepreneurial process.
2. Obtain an understanding of the challenges faced by entrepreneurial ventures and how leaders working within this sector can create wealth for themselves and their communities.
3. Discuss and evaluate opportunities based on markets, finances, operations capabilities, and the human capital.
4. Demonstrate an understanding and appreciation for the role of entrepreneurship and the advantages and disadvantages of pursuing an entrepreneurial career.
5. Understand the critical factors required to manage successful entrepreneurial firms.
6. Develop and present a business plan for a new or existing small but ideally rapidly growing business.

Classroom policies and expectations: Students are expected to exercise professional courtesy with me and your classmates. Please turn off your cell phones and beepers (or turn into vibration) prior to coming to class. Come to class on time. If you have to leave early, please notice me before class starts.

Students should attend all classes. Students are also expected to be actively engaged in class activities and discussions. Please show respect and courtesy to your classmates during discussion. In order to make our discussions meaningful, students should read the chapters, cases and other materials.

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.

Assignments, projects, exams and grading system:

Quizzes (80 points): You are expected to have read all the materials before each meeting except the last few weeks and exam times. A total of 16 quizzes (5 points each) will be posted on Canvas or distributed in class, corresponding to the weekly modules. It is best to take the quiz early. Except for the first 2 weeks (to allow for people to add, drop and get books) or the quizzes distributed in class, quizzes will be due in advance of class discussion of the assigned chapters. You should complete the assigned quiz by 1:00 p.m., Tuesday or Thursday afternoon, so that you have reviewed the material sufficiently to participate in the class activities and discussion. You may retake a quiz (however, you are limited to no more than 5 attempts per quiz). Questions will be selected at random for each quiz, and your highest score will be recorded as your grade. There are no make ups for missed quizzes.

Major Exams (300 points): I will conduct three exams. They consist of multiple choices and true or false questions based on cases, problems, concepts, discussions, and theories covered in class. You are expected to have a thorough understanding of what we will have covered in classes. Each exam will cover the readings and assignments within the corresponding chapters. Before each exam, I will give a review of the content to be covered in the exam. All exams are planned to be conducted in-class and they will be held on scheduled dates listed on this syllabus. No make-up exams are available.

Class Exercises and Case Discussions (220 pts)

For each class, I may ask you to read a short case for discussion. Or you may be asked to do a short exercise or homework. The exercises and cases count as participation. You can earn points by actively participating in class discussion. The points for each exercise, homework or case discussion vary from 5-20pts.

Business Plan (Group work) (250 pts)

You are required to form a group of 3 or 4. Each group is supposed to write a full business plan. A business plan is a document that sets out the basic idea underlying a new business and/or an existing business. The real value of creating a business plan is in the process of researching and thinking about a business in a systematic way. The act of planning helps you to think things through thoroughly. I will detail what should be included in your business plan and provide some sample plans. In the mid-semester, your group business plan will be reviewed (50pts). At the end of the semester, you will make presentations about your business plan (100pts). The writing counts the other 100 of the final grade.

Entrepreneurial Case Study (Individual work) (150 pts)

Each student should follow a small business that was started by the current owner/manager. It can be your current employer, or your parent's business. Your key task is to talk to the founder(s) and learn about how they have founded and managed their businesses. In the following, I provide a list of questions you need to ask about the business. For each meeting starting from Sep 28th, I will ask two of you to present the business that you will have interviewed. You can volunteer to select the dates. I grade your work based on your writing (100pts) and your discussion (50pts) during the classes for this project. The presentation can be formal or informal, that is, you can use ppt slides if you prefer.

Missed Exam/Late Assignment Policy

For each of those exams, if an emergency situation arises, you must notify your instructor immediately and provide proof of absence. Any circumstances requiring special consideration must be discussed with the professor prior to the administration time of the scheduled exam. Failure to follow this policy will result in a grade of zero for the missed exam.

Only University-approved excuse (e.g. death or major illness in the immediate family) that prevents you from taking an exam will be subject for a make-up. Please note that attending social events (e.g., wedding, spouse's birthdays, and games) is not a valid excuse for a make-up exam. This may result in (a) an actual make-up at a later date, or (b) using any of your exam score to count as a final grade and the grade for the missed exam (i.e. the same grade will be used for the final and the missed exam). Missed in-class assignments cannot be made up. Late submission of Business Plan or Entrepreneurial Case Study will deduct 20% of the total score. No submission will be accepted after three days of late submission.

Grading:

The final grade will be composed of the above mentioned components with the following weights:

Assignment	Pts
Quizzes	80
Exam 1	100
Exam 2	100
Exam 3	100
Business Plan Mid-term Review	50
Business Plan Final Presentation	100
Business Plan Writing	100
Entrepreneurship Case Study	150
Class Participation, Homework & Group Exercises	<u>220</u>
Total	1000

Final course grades will be computed based on the following grade scale:

950-1000	A
900-949	A-
870-899	B+
830-869	B
800-829	B-
770-799	C+
730-769	C
700-729	C-
600-699	D
0-599	F

Calendar of Activities

According to the DU academic calendar, some important dates for Fall 2017 include:

August 28	First Day of Classes
September 4	Labor Day - No Classes
September 5	7:00PM deadline for adding/dropping undergraduate classes
September 12	6:30PM deadline for adding/dropping graduate classes
September 12	Last day to declare satisfactory/fail grade option for undergraduate classes
September 26	Caritas and Veritas Day (class schedule suspended)
September 26	Last day to declare course intensification option for undergraduate classes
October 20-22	Long Weekend (no undergraduate classes)
November 8	Last day to withdraw from fall semester courses
November 22-26	Thanksgiving Vacation
December 9	Last day of undergraduate classes
December 11-16	Undergraduate Final Examinations
December 16	Last day of graduate classes
December 19	Final Grades due at noon for all classes

Brennan School of Business Mission

According to our mission, the Brennan School of Business provides experiential business education at the undergraduate, graduate, and executive levels. Our faculty members prepare students to advance their careers by combining both theory and practice within and beyond the classroom. Guided by the University's core values of *Caritas et Veritas*, we develop ethically-minded leaders who create sustainable value for businesses and communities in a global society. We aspire for our students to become the innovative leaders in business education.

Academic Integrity:

All University policies are in effect as described in the Academic Dishonesty/Misconduct section of the current catalog. Presenting as one's own the words, ideas, or expression of another in any form is cheating through plagiarism.

1. If you are unsure what constitutes plagiarism, review the rules of original writing at the following web site: <http://owl.english.purdue.edu/>. This link provides valuable information, including examples about plagiarism.
2. To review some plagiarism tools available to students, take a look at Turnitin.com for guidance. Remember to always cite your sources and ask your instructor for help!
3. Here are two sites that may be of interest: <http://www.indiana.edu/~istd> and <http://www.plagiarism.com>.

Accommodations:

If you require, or think you may require special accommodations for a condition or disability (e.g., learning disability, a chronic health problem, or a mental health condition), you are encouraged to arrange support services and/or accommodations through our Academic Enrichment Center and Disabilities Services staff. It is the policy and practice of Dominican University to make reasonable accommodations for students with properly documented disabilities. Written notification to Dominica's Disability Service staff is required. If you are eligible to receive an accommodation and would like to request it for this course, please discuss it with me within the first week of this course.

ENTR 297 Tentative Class Schedule

Date	Topic	Textbook Reading
08/29	Class Introduction & Syllabus Discussion	
08/31	The Foundation of Entrepreneurship	Chapter 1
09/05	Ethics and Social Responsibility	Chapter 2
09/07	Inside the Entrepreneurial Mind	Chapter 3
09/12	Conducting a Feasibility Analysis and Designing a Business Model	Chapter 4
09/14	Crafting a Business Plan and Building a Solid Strategic Plan	Chapter 5
09/19	Present Business Plan Ideas & Exam 1 review	
09/21	Exam 1 (Ch 1-5)	
09/26	CARITAS VERITAS (No Class)	
09/28	Entrepreneurship Case Catch-Up Day	
10/03	Forms of Business Ownership	Chapter 6
10/05	Franchising	Chapter 7
10/10	Building a Powerful Bootstrap Marketing Plan	Chapter 8
10/12	E-Commerce and the Entrepreneur	Chapter 9
10/17	Pricing and Credit Strategies	Chapter 10
10/19	Exam 2 review	
10/24	Exam 2 (Ch 6-10)	
10/26	Review of Business Plan (CEO+COO+CFO+CMO)	
10/31	Creating a Successful Financial Plan	Chapter 11
11/02	Managing Cash Flow	Chapter 12
11/07	Sources of Financing: Debt and Equity	Chapter 13

11/09	Choosing the Right Location and Layout	Chapter 14
11/14	Global Aspects of Entrepreneurship	Chapter 15
11/16	Building a New Venture Team and Planning for the Next Generation	Chapter 16
11/21	Entrepreneurship Case & Business plan working day	
11/23	THANKSGIVING – NO CLASS	
11/28	Exam 3 review	
11/30	Exam 3 (Ch 11-16)	
12/05	Business Plan Presentations	
12/07	Business Plan Presentations	
12/12	Finals Week (No Final Exams for this Class)	

The syllabus and course schedule are subject to change due to unforeseen circumstances