

DOMINICAN UNIVERSITY
Brennan School of Business
BAD 275-01 Entrepreneurship
Spring 2017 Syllabus -DRAFT
(as of 11/10/16)

Instructor:	Mike Kiyosaki
Office Hours:	Tuesday & Thursday @ 10:00-11:00 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.

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

None- Accounting 101 recommended

MEETING TIME AND DAYS

Tuesday and Thursday, 3:30-4:45 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 Case Study on Disruptive Technology & Opportunity – (20%)
 - Personal Healthcare (Teladoc, Amwell, Doctor on Demand)
 - Health & Fitness (Fitbit, Jawbone, Garmin)
 - Fundraising (Kickstarter, Crowdfunder, Crowdrise)
 - Social Media – Education (Lynda.com, Khan Academy, Udemy)
 - Autonomous/Driverless Cars (Google, Apple, Tesla, GM)
 - Financial Payments (Venmo, ApplePay, Paypal, Bitcoin)
- Exams (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 – (30%)
- Homework Assignments (4) – (10%)
 - 1 Page Profiles (Small Business, Non Profit, Product, People)
- Class Participation and Discussion – (10%)
 - 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 (3+) 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 3-4 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 students 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>Jan 12</u>	Class Introduction/Expectations. Business Concepts/Framework/Syllabus Discussion	Syllabus	
2	17	Entrepreneurs: The Driving Force Behind Small Business. <u>Disruptive Technology Project Assignment & Homework Discussion</u>	Chapter 1	
3	19	Strategy/Value Propositions/Markets/Feasibility	Chapter 4	
4	24	Building a Business Plan	Chapter 5	
5	26	Creating a Successful Financial Plan	Chapter 11	
6	31	Managing Cash Flow	Chapter 12	HWK #1 Due (For Profit)
7	Feb 2	Disruptive Technology Presentations		Group Presentations
8	7	Disruptive Technology Presentations		Group Presentations
	9	Exam #1		Exam #1 (Chap. 1,4,5,11,12)
9	14	Feedback: Disruptive Technology Project & Exam #1 Present Business Plan Project Ideas		
10	16	Building a Powerful Marketing Plan,	Chapter 8	
11	21	Pricing Strategies	Chapter 10	
12	23	Project Plan Due (CEO) E-Commerce and Social Media	Chapter 9	
13	28	Launching a Venture & Forms of Ownership	Chapters 6	HWK #2 Due (Non Profit)
14	Mar 2	Sources of Financing: Debt and Equity	Chapter 13	Guest Speaker: VP, Business Banking JPMorgan Chase
15	7	Spring Break (No Class)		
16	9	Spring Break (No Class)		
17	14	Exam #2		Exam #2 (Chap. 6,8,9,10,13)
18	16	Feedback: Exam #2 Staffing and Leading a Growing Company Business Model & Marketing Plan Review (CEO+CMO)	Chapter 16	Guest Speaker: TBD
19	21	Social Responsibility & Entrepreneurship		
20	23		Chapter 2	HWK #3 Due (Product)
21	28			
22	30	Operational & Financial Plan Review (COO+CFO)		
23	April 4	Global Aspects of Entrepreneurship	Chapter 15	
24	6	Exam #3		Exam #3 (Chap. 2,7,15,16)
	11	<i>Feedback: Exam#3 Resume Workshop or Guest Speaker</i>		Draft Business Plans Due
25	13	Easter Break (No Class)		
26	18	Social Entrepreneurship: Having a Local and National Impact		Guest Speaker: VP, Youth Development YMCA of the USA
27	20	Group Work Session		HWK #4 Due (Resume)
28	25	Investment Committee Presentations		Group Presentations
	27	Investment Committee Presentations Final Business Plan & Evaluations		Group Presentations Final Business Plans Due
	May 2	Finals Week (No Final Exams for this Class)		

