

Entrepreneurship

Syllabus

Online
Fall 2010

Professor: Larry A. Flick

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Office Hours: E-mail, phone, & online chats

Course Web Site: <http://my.commnet.edu>

Required Text: Launching New Ventures, 5e, by Kathleen R. Allen, published by Cengage Learning (ISBN-13: 978-0-547-01456-2)

Course Description:

The course is designed especially for those students who wish to start a business. A strong emphasis is placed on the practical applications of financing a new business, marketing goods and services, dealing with competitors, and handling leases and landlords. Understanding legal elements for the new business person and other topics make up the bulk of this course. Reality-based projects and instruction enable students to practice immediate application of content.

Objectives:

- to develop an understanding of Entrepreneurship
- to prepare students for the Entrepreneurial Journey, recognize opportunity, and develop a business model
- to help students understand feasibility analysis and developing a business plan
- to assist in planning for growth and change

Grades:

There will be five **exams** during the semester. The exams will cover the text and supplemental materials provided. No make-up exams will be given. You are required to take all 5 exams. The average of the exams will count 45% of your grade.

Three one page **papers** will be required based on three great American entrepreneur's (Colt, Edison, & Omidyar). These assignments will count 10% each for a total of 30% of your grade.

There will be seven Video Case Problems. Analyzing and answering related questions in our Discussion Board will be worth 10% of your grade.

Grading summary:

5 Exams (10% each)	50%
Reports on Great American Entrepreneur's	30%
Video Case Questions (7 cases at 2% each)	20%

Academic Integrity:

Any student who cheats on an exam will receive a grade of ZERO for the exam. Any subsequent cheating will result in a ZERO for the course and possible suspension from the College. With our online students, you will be expected to do your own work without collaboration with others. Online tests will be taken with the utmost integrity following all instructions provided.

Honor Code:

During this course all assignments (quizzes, written reports, & exams) will be the sole responsibility of the student. The student must adhere to a strict honor code and agree that all work is their own. Reports and exams are not to be collaborative efforts. Students must agree to write their own papers and take the exams according to the rules set fourth.

Procedure for Class Cancellation

The professor will notify the Academic Dean's office, will post the cancellation on the class Vista web site, will post a voice mail at his college telephone number, and will e-mail all students of the cancellation.

Withdrawal Policy:

A student who finds it necessary to discontinue a course must complete a "Withdrawal Request Form" in the Registrar's office. Students may withdraw from class without the instructor's signature through the tenth week of class. The signature of a faculty member or advisor is required from the beginning of the eleventh week until the end of the thirteenth week. Students who do not withdraw, but stop attending will be assigned an "F" signifying a failing grade. Eligibility for a refund of tuition is based upon the date of withdrawal when received by the Registrar. Verbal withdrawals cannot be accepted.

Disabilities Statement:

If you have a hidden or visible disability which requires classroom or test-taking

modifications, please see me as soon as possible. If you have not already done so, please be sure to register with the Disabled Student Counselor.

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Class Schedule

Week	Dates:	Assignments:	Chapters / Exams, Papers, etc.
1	8/26	Introduction	Syllabus, Class Schedule, Web Site, Expectations, etc.
2	8/30 to 9/5	Ch 1	Understanding Entrepreneurship
		Ch 2	Preparing for the Entrepreneurial Journey
3	9/6 to 9/12	Video Case 1	New Belgium Brewery and Great American Entrepreneur's (Due on Discussion Board 9/7 midnight)
		Ch 3	Recognizing & Creating Opportunity
4	9/13 to 9/19	Ch 4	Developing a Business Model
		Video Case 2	Rise of Finagle a Bagel (Due on Discussion Board 9/16 midnight)
		1st Exam	Chapters 1 - 4 (available from 9/17 through 9/19)
5	9/20 to 9/26	Ch 5	Conducting a Feasibility Analysis
		1st Paper	Sam Colt (due 9/26 midnight)
6	9/27 to 10/3	Ch 6	Analyzing the Industry & Market
		Ch 7	Analyzing Product/Service Risks & Benefits
7	10/4 to 10/10	Video Case 3	Social Responsibility at Stonyfield Farms (Due on Discussion Board 10/6 midnight)
		Ch 8	The Founding Team
8	10/11 to 10/17	2nd Exam	Chapters 5 - 8 (available from 10/15 through 10/17)
		Ch 9	Analyzing Start-up Financials
9	10/18 to 10/24	2nd Paper	Thomas Edison (due 10/20 midnight)
		Video Case 4	Creating a Business Plan for Quadrant Capital (Due on Discussion Board 10/24 midnight)
10	10/25 to	Ch 10	Building an Effective Business Plan
		Ch 11	Choosing the Legal Form of Organization

	10/31		
11	11/1 to 11/7	Ch 12	Incorporating Ethics & Social Responsibility Into the Business
		Video Case 5	Entrepreneurship at American Flatbread (Due on Discussion Board 11/10 midnight)
12	11/8 to 11/14	3rd Exam	Chapters 9 - 12 (available from 11/12 through 11/14)
		3rd Paper	Pierre Omidyar (Due 11/3 midnight)
13	11/15 to 11/21	Ch 13	Designing an Entrepreneurial Organization
		Ch 14	Managing Operations
14	11/22 to 11/28	Video Case 6	The Behavior of an Entrepreneur - The Milton Rodriguez Story (Due on Discussion Board 11/24 midnight)
		Ch 15	Developing an Entrepreneurial Marketing Plan
15	11/29 to 12/5	4th Exam	Chapters 15 - 18 (available from 11/28 through 11/30)
		Ch 16	Funding a Start-up Venture
16	12/6 to 12/12	Ch 17	Funding a Rapidly Growing Venture
		Ch 18	Planning For Growth
		Video Case 7	Finagle a Bagel: A Fast Growing Small Business (Due on Discussion Board 12/12 midnight)
17	12/13 to 12/19	Ch 19	Planning For Change
		5th Exam	Chapters 16 - 18 (available from 12/15 through 12/18)