

Entrepreneurship

Syllabus

Online

Spring Semester 2010

Professor: Larry A. Flick

College Office: 860-383-5277

Home Phone: 860-635-0044

Home Office/Fax: 860-635-2244

Cell Phone: 203-858-6672

e-Mail: lflick@trcc.commnet.edu (however, please use Vista e-mail)

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 three **exams** during the semester. The exams will cover the text and supplemental material and subjects discussed in the classroom . No make-up exams will be given. You are required to take all 3 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 will be worth 14% of your grade.

Your attendance and participation will be worth 11% of your grade. A sign-in will be available during the first 5 minutes of the class. If you are late beyond five minutes your attendance does not count.

Grading summary:

3 Exams (15% each)	45%
Reports on Great American Entrepreneur's	30%
Video Case Questions (7 cases at 2% each)	14%
Attendance and Participation	11%

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 John Perch, Disabled Student Counselor.

Entrepreneurship

Spring Semester 2010

On-ground Class Schedule

Revised 4/26/10

Week	Class Dates:	Assignments:	Chapters / Exams, Papers, etc.
1	1/21	Introduction	Syllabus, Class Schedule, Web Site, Expectations, etc
2	1/26	Ch 1	Understanding Entrepreneurship
	1/28	Ch 2	Preparing for the Entrepreneurial Journey
3	2/2	Video Case 1	New Belgium Brewery and Great American Entrepreneur's discussion
	2/4	No Class	Professional Day for Faculty
4	2/9	Ch 3	Recognizing & Creating Opportunity
	2/11	Ch 4	Developing a Business Model
5	2/16	Video Case 2	Rise of Finagle a Bagel and Great American Entrepreneur's discussion
	2/18	Ch 5	Conducting a Feasibility Analysis
6	2/23	Panel	Entrepreneurship Week - "Lessons in Excellence" Panel Presentation
	2/25	Ch 6	Analyzing the Industry & Market - Video Cases (1 & 2) Questions due on or before 2/25
7	3/2	Ch 1 - 6	1st Exam & 1st Paper on Sam Colt - due on or before 3/2/10
	3/4	Ch 7	Analyzing Product/Service Risks & Benefits (Fire Drill - lost 1/2 + class)
8	3/9	No Classes	Spring Break
	3/11	No Classes	Spring Break
9	3/16	Ch 7	Analyzing Product/Service Risks & Benefits (Focus on Intellectual Properties)
	3/18	Video Case 3	Tim's Presentation Social Responsibility at Stonyfield Farms and Great American Entrepreneur's discussion
10	3/23	Ch 8	The Founding Team
	3/25	Ch 9	Analyzing Start-up Financials - Video Case 3: Questions due on or before 3/25
11	3/30	Cash Flow Video Case 4	Special Presentation on Cash Flow Creating a Business Plan for Quadrant Capital and Great American Entrepreneur's discussion
	4/1	Ch 10	Building an Effective Business Plan
12	4/6	Ch 11	Choosing the Legal Form of Organization - Video Case 4: Questions due on or before 4/6
	4/8	Ch 12 Video Case 5	Incorporating Ethics & Social Responsibility Into the Business Entrepreneurship at American Flatbread and Great American Entrepreneur's discussion

13	4/13	Ch 7 - 12	2rd Exam & 2nd Paper on Thomas Edison due on or before 4/13/10
	4/15		No class - Professor will not be in class.
14	4/20	Ch 13	Designing an Entrepreneurial Organization - Video Case 5: Questions due on or before 4/15
	4/22	Ch 14 Video Case 6	Managing Operations The Behavior of an Entrepreneur - The Milton Rodriguez Story and Great American Entrepreneur's discussion
15	4/27	Ch 15	Developing an Entrepreneurial Marketing Plan
	4/29	Ch 16	Funding a Start-up Venture - Video Case 6: Questions due on or before 4/29
16	5/4	Ch 17	Funding a Rapidly Growing Venture
	5/6	Ch 18 Video Case 7	Planning For Growth Finagle a Bagel: A Fast Growing Small Business and Great American Entrepreneur's discussion
		Ch 19	Planning For Change - Cancelled - not on 3rd Exam
17	5/11	Ch 13 - 18	3th Exam - Video Case 7: Questions due on or before 5/11
	5/13		Last day of class, return 3rd Exams (time for challenges) & collect 3rd Paper on Pierre Omidyar