

ENT 312– ENTREPRENEURSHIP SU 2016

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Office Hours: By appointment – please email and I will be happy to set up a call, video conference, or face-to-face meeting with you.

Prerequisite: Junior standing or 21 hours of Foundations and Explorations Courses.

COURSE DESCRIPTION

Current Catalog Description: A study of the entrepreneurial process. Topics include new business opportunities, market entry, access to resources, startup steps, acquisition, franchising, and careers. Text, cases, and hands-on business projects are used.

Proposed Description for Systems Course: *Entrepreneurship* examines the entrepreneur as the basic building block of the economic system via the discovery or identification of opportunities. Emphasis is placed on identifying and defending feasible opportunities within the industry and market, while recognizing and managing the complex systems in which entrepreneurs live and work that motivate or constrain innovation.

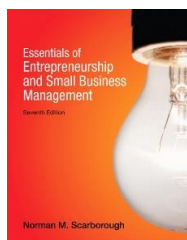
COURSE MATERIALS

Required Resources

To succeed in the online format for this course, you will need consistent access to the following: a personal or laptop computer, reliable high-speed internet access, a YouTube account, and a video recording device.

Required Text

Scarborough, N.M. 2014. *Essentials of Entrepreneurship and Small Business Management*, 7th Ed.
Pearson: Upper Saddle River, NJ.
ISBN-13: 978-0-13-266679-4



Blackboard

I will be using Blackboard for all class materials, submitting assignments, and sharing important information about the course. Since this is a 5 week course, please be sure to check the ENT 312 site every 24 hours for updated announcements or messages to the class. In order to receive messages and

announcements, you will want to ensure the email address you have registered with Blackboard is one that you check daily.

LEARNING OBJECTIVES

This course observes entrepreneurs as the building block of economic systems, which exist in the realm of other political, social-cultural, financial, education, and legal-regulatory systems– all of which function concurrently, yet dynamically. Entrepreneurs discover or identify opportunities to solve problems in their environment, but must do so within the parameters of the relevant systems. Systems and institutions affect the level of entrepreneurship and innovation, but in turn entrepreneurial innovations force evolution across systems over time.

As a result of the interplay between innovation and these macro systems, individual entrepreneurs develop and refine functional systems within the firm, such as research and development, human resources, operations, and information management, to address the many macro systems influencing the business. Attention will be placed on understanding how entrepreneurs maintain viability in the economy, both locally and globally, and how other macro systems (i.e., political, social-cultural, financial, legal-regulatory, education, etc.) influence business planning and operations at the firm level. Further, students will consider how entrepreneurs and innovation influence the myriad of systems at play.

Since entrepreneurs operate in such a complex web of relationships and systems, students will be challenged to examine the entrepreneur as a benefit maximizer, weighing the wins and losses across this myriad of systems both now and into the future. As global citizens, entrepreneurs must carefully weigh not only the feasibility of their ideas for personal gain, but also the systems-wide effects of the implementation of innovation.

The course fulfills the Colonnade requirements as outlined below.

<i>Connections student learning outcome</i>	<i>How the course meets the learning outcome</i>
1. Analyze how systems evolve.	Utilize current theories to examine the entrepreneur as a catalyst and building block of evolution within economic systems. Communicate the role of entrepreneurs in the evolution of financial, legal-regulatory, socio-cultural, and environmental systems.
2. Compare the study of individual components to the analysis of entire systems.	Analyze the entrepreneur within the industrial system to determine how niches evolve within industrial systems. Compare the functional systems formed by entrepreneurs relative to differing industrial, political, financial, legal-regulatory, sociocultural, and environmental systems.

3. Evaluate how system-level thinking informs decision-making, public policy, and/or the sustainability of the system itself.	Identify and analyze how innovations spur shifts in industrial, economic, financial, socio-cultural, and legal-regulatory systems, and the feedback among these systems in constraining or catalyzing innovation within the firm and society as a whole.
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Additionally, upon successfully completing the course, students should be able to:

- utilize the creative and innovation processes to “identify” or “discover” problems as opportunities
- communicate the elements of entrepreneurs’ functional processes
- gather and synthesize evidence to analyze the industry, product, and financial feasibility of an opportunity
- provide a written and oral defense of the feasibility of an opportunity

GRADING

Grading in the course is based on a total points system. Your grade is determined by your performance on quizzes, exams, impact papers, an entrepreneur interview project, and a feasibility analysis project. If you require a certain grade in the course to achieve a particular goal (i.e., maintain your 4.0 GPA, graduate, avoid your parents’ wrath), then you will need to work to ensure that your performance on coursework is adequate to meet that goal.

Performance Evaluation Procedures

Item	Points Possible	Description
Introduction and Question/Reflection Discussion Boards	25	
Quizzes	100	Top 10 @ 10 points each
1 Page Impact Papers	100	4 @ 25 points each
Exams	300	Top 2 @ 150 points each
Feasibility Project and Pitch**	150	
TOTAL POINTS POSSIBLE	675	

** Can be completed as a team Project. All team-based points subject to peer evaluation.

Note: This is an Internet course, is completely on-line, and as such, requires self-discipline, hard work, and that you log in to Blackboard consistently. You may judge your potential for success in this course based on these considerations.

To determine your percentage score, you will take the total points earned divided by the total points possible.

90+%	A
80-89%	B
70-79%	C
60-69%	D
Below 60%	F

Please do not ask for an individualized “extra credit” to improve your grade. ***Keep in mind that to be fair to all students, I cannot offer one student an opportunity that I cannot or am unwilling to provide to the rest of the class.***

Discussion Boards

You will be required to provide an introduction discussion board, as well as a brief discussion/reflection for each chapter. The brief discussion on chapters is simply a reflection of answering two questions: (1) What is one thing you learned? and (2) What is one thing that wasn't quite clear? You will be participating in this forum with your classmates, so you can see what questions others might have (as well as my response to those questions). Instructions will be provided on Bb for participation.

Quizzes

A 10 questions, 10 point quiz will be administered for each chapter. Full information related to quizzes are posted on Blackboard. Only your top 10 quiz scores will be used in calculating your final grade. All quizzes for a unit must be taken prior to starting the exam for that unit.

Impact Papers

Students are required to submit **4**, one page impact papers on an assigned topic. Paper topics are provided below and due dates for each paper are detailed on the course outline.

Impact Paper #1: Entrepreneurs are considered the “building blocks” of the economy. Explain why this is true, and provide an example of how entrepreneurs have changed the economy.

Impact Paper #2: Innovations created by entrepreneurs spur evolution of macro systems over time. Find and examine an example of how an entrepreneur has influenced a system other than the economy and the impact this had on society.

Impact Paper #3: Systems Effects on Entrepreneurs – How do “macro systems” affect entrepreneurs, and the opportunities available to them? Explain how two or more systems (e.g., political, social-cultural, legal-regulatory, education, healthcare, etc.) influence functional systems implemented by entrepreneurs in a country other than the United States.

Impact Paper #4: Using the TIME greatest inventions of 2015 list, examine how entrepreneurs have put forward innovations that span more than two systems. (For example, upon its introduction Bitcoin certainly influenced the financial and legal-regulatory systems.) Discuss how those systems affect the implementation of the innovation, as well as the subsequent impact and benefit this innovation will make on these systems over time.

Papers must be single-spaced, with double-spacing between paragraphs, 1 inch margins, and 12-point Times New Roman or Calibri font. APA formatting is required, with in-text citations and a reference list. The reference list does not count towards the 1-page limit. Additional details for the Impact Papers are available on Blackboard via the Impact Papers menu option, along with a citation guide.

Exams

There will be two regular exams, and an optional final exam (covering the last 4 chapters of material on the course outline). Only your top two exam scores will be considered in calculating your final grade. Exams will cover material related to chapters, as well as any additional readings, videos, and discussion shared or researched online. All exams will consist of multiple choice and short essay type questions.

If you miss a regularly scheduled exam, then the general policy is that you will be required to take the final. However, at the discretion of the instructor, a make-up exam may be given in extreme cases beyond the student's control. To be considered for a make-up exam, you must either discuss your situation with the professor **PRIOR TO** the exam (i.e., university sponsored event) or provide reliable documentation in the event that you missed an exam due to an emergency or extreme circumstance.

Feasibility Analysis

You will be required to either work individually or form teams of 2-3 to determine whether a business opportunity you identify is feasible from industry, product/service, and financial feasibility perspective. Additionally, a brief analysis of impacted systems is required to make a final recommendation regarding implementation.

Each individual or team will "pitch" the feasibility of their opportunity via a short YouTube video presentation. All guidelines and requirements for the project will be posted on Bb in the Projects folder. Each individual's score on the team project components is subject to peer evaluation.

COURSE CONDUCT

For this class to work in the way that it is most effective, we must build and maintain a climate of respect and trust. Activities that diminish the learning environment will not be tolerated. Examples of such behaviors include (but are not limited to):

- Disrespectful or inappropriate posts or replies on Discussion Boards
- Cheating (giving, using, or attempting to use unauthorized materials, information, or devices in any academic exercise).
- Copying from another student's exam, written assignment, quiz and/or allowing a student to copy your own work.
- Producing copies of tests prior to them being administered

Severe penalties will be associated with undertaking any of the aforementioned behaviors. Any incident of cheating will result in **FAILING** the course.

STUDENT DISABILITY SERVICES

In compliance with university policy, students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Office for Student Disability Services in DUC A-200 of the Student Success Center in the Downing University Center. The phone number is 745-5004. Please do not request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.

COURSE POLICIES

- ***Late Policy:*** No late assignments or projects will be accepted under any circumstances.
- ***Sundown Rule:*** You have one week from the time grades are posted on Bb to inquire about a specific grade.
- ***Changes to the Syllabus:*** The instructor reserves the right to make modifications to the syllabus, appendix to the syllabus, tentative course outline, project requirements, etc., if needed. Students will be provided no less than one week notification of any changes if at all possible.

TENTATIVE COURSE SCHEDULE
June 6 – July 8

Week	Chapters	Topic(s)	Assignments
UNIT 1: Systems in Entrepreneurship and Entrepreneurship Basics			
6/6 – 6/15	1	The Entrepreneur and Systems in Entrepreneurship	
	2	Creativity, Innovation, and Intellectual Property	
	3	Business Modeling and Strategy	
	5	Legal Systems and Entrepreneurship	IMPACT PAPER 1 DUE 6/12 by 11:59 PM
	Assigned Readings	Systems Recap: How Entrepreneurship Influences Macro Systems and Vice Versa	
6/12 @ 12:00 AM through 6/15 @ 11:59 PM	Exam 1 – Chapters 1,2,3, 5 & Assigned Readings		
UNIT 2: Macro Systems and Functional Systems			
6/16-6/26	4	Functional Systems: Feasibility and Planning	IMPACT PAPER 2 DUE 6/19 by 11:59 PM
	8	Functional Systems: Marketing (Product, Promotion)	
	14	Functional Systems: Marketing (Place)	
	10	Functional Systems: Marketing (Price)	
	Assigned Readings	Systems Recap: How Macro Systems Influence Functional Systems	IMPACT PAPER 3 DUE 6/26 by 11:59 PM
6/23 @ 12:00 AM through 6/26 @ 11:59 PM	Exam 2 – Chapters 4,8,14,10 & Assigned Readings		
UNIT 3: Macro Systems, Functional Systems, and Interplay			
6/27-7/8	11	Financials Systems and Entrepreneurship	
	12, 13	Financials Systems and Entrepreneurship	
	Assigned Readings	Systems Recap: System Interplay	
	PROJECT and IMPACT PAPER WORK		IMPACT PAPER 4 DUE 7/3 by 11:59 PM
	FEASIBILITY PROJECTS DUE 7/7@ 11:59 PM		
7/6 @ 7:00 AM through 7/9 at 11:59 PM	Final Exam (Optional) Chapters 11,12,13, & Assigned Readings		