

ENT 312: Entrepreneurship

Dr. Dawn Langkamp Bolton

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Office Hours: Tues/Thurs 7:30am-8am and 12pm-12:45pm Central, (all in GH530) and by appointment.

Office Phone: 270.745.3107 **E-mail:** dawn.bolton@wku.edu I am very available by e-mail.

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

Catalog Course Description: ENT 312 Entrepreneurship, 3 hours, Prerequisite: Junior Standing. A study of the entrepreneurial process. Topics include new business opportunities, market entry, access to resources, start-up steps, acquisition, franchising, and careers. Text, cases and hands-on business projects are used.

Course Objectives: The major objectives of this course are to:

- Appreciate the profound force of entrepreneurship in our local, nation, and global economy.
- Recognize the entrepreneurial potential within yourself and others around you.
- Identify the many forms of entrepreneurship – start-ups, corporate, and social entrepreneurship
- Understand the “process” nature of entrepreneurship.
- Recognize potential venture opportunities and how to evaluate them.
- Estimate needed resources to execute an opportunity and create a successful venture.
- Identify the unique context of early stage ventures-compared to big business.
- Effectively communicate the commercial or social value of a potential opportunity to others.

Withdrawal: The last day to drop a full semester course with a “W” is March 20.

Grading: The final grade in this course will be based on performance on tests, assignments (experiential exercises), quizzes, participation on the Discussion Board, a feasibility analysis and an entrepreneur interview. The point distribution for the class is as follows:

Item	Possible Points	Description
Quizzes	50	best 10 of 11 @ 5 points each
Discussions & Experiential Exercises	100	best 10 of 11 @ 10 points each
Feasibility Project	25	
Entrepreneur Interview	25	
Tests	300	3 @ 100 points each
Totals	500	

- Grading is on the ten-point scale (90-100%=A, 80-89%=B, etc.).
- There will be a total of three tests worth 100 points each. Tests will feature a combination of styles including multiple choice, short answer, true-false, or essay. **If a test is missed for any reason, the make-up exam will be given during the Final Exam period (in addition to the last test).**
- Either a Discussion Board (DB) question or an Experiential Exercises (EE) will be given weekly, each worth 10 points. I will count your best ten of 11 of those for a total of 100 points.
- Weekly quizzes will be given worth 5 points each. Your best ten of 11 quiz scores will count for a total of 50 points.
- A Feasibility Project and an Entrepreneur Interview will be assigned, each worth 25 points.
- An opportunity will be provided for a bonus assignment: an Elevator Pitch. A webcam/microphone may be required to produce this short video for bonus points in the class.

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 at least every other day. You may judge your potential for success in this course based on these considerations.

CHEATING: Anyone caught cheating may **FAIL THE COURSE** regardless of the grade to date in the course. Cheating includes (but is not limited to) cheating on a test, copying someone's work, plagiarism, or lying to the instructor.

Students with Disabilities: In compliance with university policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Office for Student Disability Services in Downing University Center, A-200. The phone number is 270.745.5004.

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Student Affirmation

After you have studied the syllabus and other course materials, please read, sign, and date the following statement and fax it to: **Dr. Dawn Bolton 270.745.6376**. Or, you may mail it to: **Dr. Dawn Bolton, Grise Hall 215, WKU, 1906 College Heights, Blvd. #11058, Bowling Green, KY 42101-1058** or e-mail it to: dawn.bolton@wku.edu

I have a copy of the **ENT 312: Entrepreneurship** course syllabus and materials. I understand and accept their contents. **I understand that this is an Internet course; is completely on-line, and as such, requires self-discipline, hard work, and that I log in to Blackboard at least every other day.** I also understand that work in this course must be my work, and all required assignments must be completed to receive a passing grade for this course.

Signature and Date

Discussing Grades

You will be able to check your grades in an online grade book (Blackboard). You can ask me about grades via e-mail, but I am not allowed by law to reply in any detail using e-mail, unless I have your written signature. (This is to protect your privacy. E-mail is not a private form of communication).

Read and initial *EITHER A or B*:

- A. I give my consent to the instructor to discuss my course grades with me via e-mail. _____
- OR
- B. I prefer the following method for discussing course grades (e.g., phone call, wait for registrar's notice at end of term; Choice is subject to negotiation of a mutually acceptable method). _____
- Method: _____

I will promptly notify the instructor in writing (via postal mail AND receipted e-mail) of any change in my wishes.

Signature and Date

Your Name Printed

Your Time Zone
(Dr. Bolton is on Central time.)

Your Phone Number (if you want)

Your current address:
