

ENT 312-007 ENTREPRENEURSHIP



Wi 2023

Instructor	Email	Phone	Office Location
Dr. Whitney Peake (she/her)	whitney.peake@wku.edu	270-551-2251	Grise Hall 202

Class Meeting Information

Class meeting: Asynchronous

Location: WEB

Office Hours: As a Dept. Chair, I'm here most days. Please email and I will be happy to set up a Zoom or face-to-face meeting with you.

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

Quick Reference for Syllabus Topics

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COURSE DESCRIPTION

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 this course, you will need consistent access to the following: a personal or laptop computer with word processing software (preferably Microsoft Word), reliable high-speed internet access, a Flipgrid account (using the free app or computer with webcam) using your WKU email (Microsoft), and a video recording device (phone, laptop, etc. is perfect).

Required Text

The Big Red Backpack program is the title of WKU's partnership with Barnes & Noble College for their First Day Complete initiative. Big Red Backpack is a course materials delivery program that ensures students have their required course materials on the first day of class and may reduce the costs of materials for many of their courses. Enrollment in the

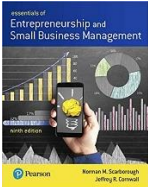
program occurs automatically when students register for classes. Students may opt out of the program each semester, as long as they choose to opt out for all of their classes.

Students MUST carefully and completely follow all instructions regarding the Big Red Backpack Program. Those instructions will be provided by:

1. An email to all Topper email addresses from the Big Red Backpack Program.
2. The Big Red Backpack Program site: <https://www.wku.edu/bigredbackpack/>.

Students should refer to the Big Red Backpack Program site referenced above for opt-out deadlines and any additional details.

Scarborough, N.M. and Cornwall, J.R. 2019. Essentials of Entrepreneurship and Small Business Management, 9th Ed. Pearson: Upper Saddle River, NJ.



I will be using Blackboard extensively for posting class materials, submitting assignments, and sharing important information about the course. Please be sure to check the ENT 312 site everyday for updated announcements or messages to the class. 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 economic, political and legal, global, demographic, technological, and sociocultural 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, socio-cultural, global, technological, demographic, economic, 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. Identify the role of entrepreneurs in the evolution of economic, political and legal, global, demographic, technological, and socio-cultural, 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. Compare the functional systems formed by entrepreneurs relative to differing economic, political and legal, global, demographic, technological, and sociocultural 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 economic, political and legal, global, demographic, technological, and sociocultural systems, and the feedback among these systems in constraining or catalyzing innovation within the firm and society as a whole.

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 or provide evidence (or lack thereof) of these for an existing opportunity
- present information related to such analyses professionally in written format

CLASS PROCEDURES

The class is entirely web-based in asynchronous format. Winter term courses move very quickly, and it is imperative that you work along the course schedule. Should you have any issues or questions, please be sure to contact me right away. A critical component of me being able to help you through a situation is that I know about it as early-on as possible and you remain in contact.

It is critical that you keep up in this course given the 2-week format. The readings, videos, assignments, etc. are scheduled in an attempt to allow you to budget your time and stay on top of the material. Each day, you need to focus on the following:

1. Visit the folder in Bb associated with the chapter for that day.
2. Read the assigned chapter and any supplemental materials.
3. Watch any related video content.
4. Complete the quiz for that chapter prior to 11:59 PM.
5. Work on any assignments due.

GRADING

Grading in the course is based on a total points system. Your grade is determined by your performance on the items outlined below. 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.

Please do not ask for 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.***

Performance Evaluation Procedure

Item	Points Possible	Description
Quizzes	100	10 @ 10 points each
Individual Assignments	100	4 @ 25 points each
Exams	300	2 @ 150 points each
TOTAL POINTS POSSIBLE	500	

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

Quizzes

Ten 5-question **quizzes** will be administered to ensure you understand the material. Quizzes cover textbook-related and lecture information to help assess your understanding of the material (and to help motivate you to keep up!). Quizzes will be given each day in which a chapter is assigned on the course outline. You will have until 11:59 PM to take the quiz. Since you have a 24-hour period to take the quiz, ***no make-up quizzes will be given.***

Individual Assignments

Four individual assignments worth 25 points each, will be given to help reinforce some of the more challenging material in the course. You will find additional information related to these assignments, as well as their due dates, on Blackboard.

Exams

There will be two regular exams. Exams will cover material related to chapters and systems material, as well as any additional readings, videos, and discussion shared or researched online. All exams will consist of multiple choice and/or short essay type questions and questions are applied (you will likely not be able to look them up in the text). Exams will be offered during the dates indicated on the course outline.

Given the very fast-pace of the course, no make-up exams will be given except in the event of a major, documented emergency.

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
- 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.
- Plagiarism (work worded too closely to a source other than your own)
- Producing copies of tests prior to them being administered or sharing test questions with classmates at any time.

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

ADA ACCOMMODATION

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

TITLE IX/DISCRIMINATION & HARASSMENT

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's [Sex and Gender-Based Discrimination, Harassment, and Retaliation](#) (#0.070) and [Discrimination and Harassment Policy](#) (#0.2040). Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Executive Director, Office of Institutional Equity/Title IX Coordinator, Ena Demir, 270-745-6867 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's [Counseling and Testing Center](#) at 270-745-3159.

WKU COUNSELING AND TESTING CENTER

The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students' capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU's [Counseling and Testing Center](#) at 270-745-3159 or use their Here To Help service at <https://www.wku.edu/heretohelp/heretohelpemail.php>. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-745-2548.

COVID-19

All students are strongly encouraged to [get the COVID-19 vaccine](#). In accordance with WKU policy, all students must call the WKU COVID-19 Assistance Line at 270-745-2019 within 4 hours of testing positive for COVID-19 or being identified as a close contact to someone who has tested positive. The COVID Assistance Line is available to answer questions regarding any COVID-19 related issue. This guidance is subject to change based on requirements set forth by federal, state, and local public health entities. Please refer to the Healthy on the Hill website for the most current information. www.wku.edu/healthyonthehill.

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COURSE POLICIES

- **Late Policy:** No late assignments, quizzes, or exams will be accepted under any circumstances.
- **Sundown Rule:** You have three days 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.

ENT 312 Winter 2023 Course Outline

Date	Ch.	Topic(s)	Assignments/Exams
1/3	1	Introduction and What is Entrepreneurship	Student Information Sheet
1/4	3	Creativity and Innovation	
1/5	4	Feasibility Analysis and Business Modeling	
1/6	6	Forms of Ownership	Assignment 1
1/7	5	Strategic Planning and Macro Systems Recap	
1/8	Exam 1		Assignment 2
1/9	9	Bootstrap Marketing	
1/10	11	Pricing and Credit and Functional Systems Recap	
1/11	12	Financials	Assignment 3
1/12	13	Cash Flows	
1/13	15	Sources of Financing and Systems Feedback Recap	Assignment 4
1/14	Exam 2		