# ENT 312
# ENTREPRENEURSHIP

**Professor:** Dr. Terry Goodin
**Office:** Online
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**Office Hours:** Since this is an online course, please email with questions or concerns. If you need to speak to me, we will arrange a time to meet virtually or by phone.

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

## 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 the online format for 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 YouTube account, 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**
Some or all required materials for this class are delivered through the First Day Inclusive Access program. The First Day program provides access to required materials automatically, typically through one or more links within Blackboard. If you receive access through some other means, your instructor can provide you details. For more information and FAQs go to https://customercare.bncollege.com/hc/en-us.

While we do not recommend that you do so, you may choose to opt-out of the First Day program at any time within fourteen (14) days of the start of your class utilizing the First Day portal, and this is the only official way to opt-out. Keep in mind that you will be responsible for purchasing your course materials at the full retail price.

Scarborough, N.M. and Cornwall, J.R. 2018. Essentials of Entrepreneurship and Small Business Management, 9th Ed. Pearson: Upper Saddle River, NJ.
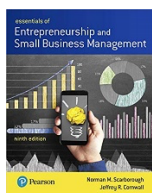
Please be sure to check the ENT 312 Blackboard site every day for updated announcements or messages to the class. You will want to ensure the email address you have registered with Blackboard is one that you check daily.

## 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. In this course, 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.

| Connections student learning outcome | How the course meets the learning outcome |
| --- | --- |
| 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. |

| *Connections student learning outcome* | *How the course meets the learning outcome* |
|---|---|
| 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.<br><br>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 a client's existing opportunity
- Present information related to such analyses professionally in both written and oral presentation formats

## 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 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. Therefore, any extra credit opportunities will be provided for the whole 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 consistently. You may judge your potential for success in this course based on these considerations.**

**Performance Evaluation Procedure**

| Item | Points Possible | Description |
|---|---|---|
| Journal Reflections | 50 | 5 @ 10 points each |
| Professionalism | 40 | |
| Individual Assignments | 60 | 4 @ 15 points each |
| Entrepreneur Interview | 50 | |
| Exams | 100 | Top 2 @ 50 points each |
| *Feasibility Analysis | 150 | |
| *Feasibility Analysis Presentation | 50 | |
| **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 |

**Journal Reflections**
This assignment offers an opportunity for some deep thinking. Reflections will be completed regularly (Due as noted on the Tentative Schedule). You will use this to keep track of your learning. You will keep a Weekly Journal, which you will update and upload at five different times during the semester. You will share what you've learned at each point along the way, whether new concepts on expansions of prior concepts. You will reflect on how you are doing in terms of professionalism, and you will discuss how you think this course relates to your life after college.

**Professionalism**
Professionalism is a critical component of your career, whether you start a business or not. That makes it an important component of this course. In fact, the National Association of Colleges and Employers found in a recent survey that professionalism and work ethic was at the **top** of qualities and professional competencies that were essential to workplace success. Given that, it's important that we work on key elements of professionalism in the following areas:

(1) **Be productive**: Log onto the site each week, contribute your part of the group assignment in a timely manner, support fellow team members in your collaborative work.

(2) **Take initiative to solve problems**: If you have a problem with a group member, communicate with them about it. If you can't find an answer to a question related to the course or to your project, take it upon yourself to research the issue using various resources. Make use of the resources that a business owner would use.

(3) **Manage your time to produce quality work by deadlines**: Make sure you have your work done in sufficient time to use spellcheck, re-read, and still make the deadline. Work to ensure your submissions exceed expectations. Ask questions, if you have them, well ahead of the deadline.

(4) **Demonstrate integrity:** Be accountable for your work, behaviors, and actions. Exhibit high ethics at all times.

(5) **Be resilient:** Develop and/or exhibit coping skills to manage setbacks and challenges with good humor and a positive attitude.

(6) **Communicate effectively:** Exhibit professional interpersonal communication skills. Keep your Zoom camera on if you're in a Zoom meeting. Dress appropriately for Zoom and make sure your background is professional.

(7) **Build relationships:** Network with your professors, classmates, and clients to build professional relationships, established on trust. Work with your team and collaborate effectively.

You will be assessed for professionalism in your contributions to the course on the elements outlined above. Peer evaluations should take these characteristics into consideration. The professionalism component should be addressed in the Journal Reflections assignments.

**Quizzes**

A 10-question **practice quiz** will be administered for each chapter but **will not count towards your grade**. You may take the practice quiz as many times as you like. Quizzes cover textbook-related and lecture information to help assess your understanding of the readings (and to help motivate you to keep up!). Each practice quiz must be taken during the week in which the material is covered (see the course outline). **You will receive 1 bonus point per quiz added to your total points at the end of the semester.**

**Individual Assignments**

Four individual assignments 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.

**Entrepreneur Interview**

You are required to interview an entrepreneur **in person or via Zoom**. Detailed guidelines are provided on Bb. Your entrepreneur interview (in full) is due by the dates shown on the Tentative Schedule. **No late interviews will be accepted.** Keep in mind that entrepreneurs are busy people. It is important that you make firm plans well in advance to ensure that you complete this project. Waiting until the "last minute" in securing and conducting an interview often has negative consequences.

**Exams**
There will be two regular exams and an optional final exam (covering the last 3 chapters and required readings). **Only your top two exam scores will be considered in calculating your final grade**. Exams will cover material related to chapters and systems material, as well as any additional readings, videos, and discussion shared or researched online. Exams will be offered online as listed on the Tentative Schedule.

If you miss a regularly scheduled exam, 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 (e.g., university-sponsored event) or provide reliable documentation if you missed an exam due to an emergency or extreme circumstance.

**Feasibility Analysis and Presentations**
A feasibility analysis starts the process of understanding the industry along with current and future trends, how a product or service fits into that industry, and what basic costs and revenues can be expected for a few months. In looking at this for an existing business, a good first step is to make a few recommendations of how the business can align their strengths with the current industry opportunities to better position for the future.

Students will be required to work together on teams of 3-4 to examine feasibility for an original business idea (generated by the student team) or an existing business (teams working with a client). Students will be able to decide the preferred format for their analysis over the course of the first two weeks of the class.

**Deliverables**
1. A written report per the guidelines provided on Blackboard (due dates on Tentative Schedule)
2. Two mini presentations to update Dr. Goodin on your feasibility project progress (due dates on Tentative Schedule).
3. A final presentation to be shared with Dr. Goodin and/or a client (due dates on Tentative Schedule).

## 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 (using work of others as if it's 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.

## Specific Use of Artificial Intelligence (AI) is Permitted

The goal of this course is for you to learn about entrepreneurship and how to be an effective entrepreneur. With the advent of artificial intelligence (AI) there are many instances where you will be able, even expected, to use these tools in your daily life as an entrepreneur. For this class, Artificial intelligence (AI) tools such as chatGPT may be used to gather research for the Feasibility Analysis, but AI must not be used to write your final paper. When AI is used, it must be used with appropriate citation. If you are unsure if you are using AI tools appropriately in this course, I encourage you to visit with me. Examples of how to cite AI tools are available at https://libguides.wku.edu/stylewrite/ai.

## COURSE POLICIES

- **Late Policy:** No late assignments or projects will be accepted under any circumstances without prior arrangement with the instructor.
- **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 schedule, project requirements, etc., if needed. Students will be provided no less than one-week notification of any changes if at all possible.

## Weekly Habits for Doing Your Best in ENT 312 Online:

**(1)** Read the chapter and other readings, review PowerPoint slides, listen to any audio supplement, and watch any required or supplemental videos.
**(2)** Take the chapter practice quiz.
**(3)** If you have any questions about the material, email me.
**(4)** Submit any major assignments due during the week by the deadline.

## ADA Accommodations

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.

**Inclusion Statement**

Western Kentucky University (WKU) is committed to ensuring all members of our campus community have access to equitable and inclusive learning, working, and living environments. At the heart of our mission, we seek to provide holistic education and employment experiences that prepare students, faculty, and staff to become effective scholars, contributors, and leaders in our diverse and evolving communities. Consistent with our campus purpose statement and creed, this classroom will be a respectful space, welcoming all sexes, races, ages, national origins, ethnicities, gender identities/labels/expressions, intellectual and physical abilities, sexual orientations, faith/non-faith perspectives, income levels and socio-economic classes, political ideologies, educational backgrounds, primary languages, family statuses, military experiences, cognitive styles, and communication styles. If at any time during this course you are excluded or feel a sense of alienation from the course content, please feel free to contact me privately without fear of reprisal.

**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 Title IX Coordinator, Deborah Wilkins, 270-745-5398 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](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 270-843-4357.

**Regular And Substantive Interaction (Online Courses Only)**

The U.S. Department of Education requires that distance education courses must include regular and substantive interaction between students and faculty.  For more information about Regular and Substantive Interaction at WKU, please visit the Regular and Substantive Interaction in Online and Distance Learning webpage.

In this course, regular and substantive interaction will take place in the following ways:

Weekly announcements.
Timely and detailed feedback on assignments.


**Big Red Backpack**

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 one month prior to the start of classes.
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.