

## **BA 52: Introduction to Entrepreneurship | Course Syllabus**

*Reedley College*

**Course:** BA-52-56245-2015FA: Introduction to Entrepreneurship  
Fall 2015

**Instructor:** Andrew Shinn, MBA      **Email:** [andrew.shinn@reedleycollege.edu](mailto:andrew.shinn@reedleycollege.edu)

**Office:** Virtual      **Text:** (559) 744-3740

**Classroom:** Bus 43      **Meeting times:** M/W/F 11:00pm – 11:50pm

**Holidays:** September 7 (Labor Day), November 11 (Veteran’s Day), November 27  
(Thanksgiving)

### **Text:**

#### **Required**

Kendall-Hunt Portal <http://www.grtep.com/>

#### **Recommended**

Gerber, Michael E. *The E Myth Revisited; Why Most Small Businesses Don’t Work and What to Do About It.* New York, NY: HarperCollins, 1995.  
(<http://amzn.com/0887307280>)

Kawasaki, Guy. *The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything.* New York, NY: Portfolio, 2015.  
(<http://amzn.com/1591847842>)

## **Course Description**

Develops an understanding of the complex tasks and skills required by an entrepreneur to be successful. Identifies the methods for evaluating a business idea, the process of starting a business, how to acquire resources, and the key parts of a business model. The course is organized around three themes:

1. Who Is The Entrepreneur?
2. How Do Entrepreneurs Capture Opportunity?
3. How Do Entrepreneurs Build Wealth?

## **Learning Outcomes:**

Upon completion of this course, students will be able to:

- A. Create a feasibility study for a business or product idea.
- B. Identify entrepreneurship traits and behaviors of entrepreneurs.
- C. Pitch a business idea.

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- D. Identify the broad/conceptual steps of starting a business.
- E. Identify possible competitive advantages for entrepreneurial firms.

### **Prerequisites**

- Advisory - Eligibility for ENGL 125 Writing Skills for College
- Advisory - Eligibility for ENGL 126 Reading Skills for College
- Advisory - Eligibility for MATH 201

### **Learning Methods & Course Activities:**

- Read assigned entrepreneurial materials
- Analyze case studies
- Review and analyze current articles
- Interview local entrepreneurs and wage earners
- Take part in group projects
- Complete research projects
- Complete a self-analysis to determine your potential for becoming an entrepreneur
- Analyze the considerations in decision-making activities regarding new venture launch, product/service development, organizational structure, marketing, location, and finance

### **Skills Development**

Five skills are emphasized throughout the course. These five skills are continually built throughout all entrepreneurship courses. They are:

- Vision
- Leadership
- Networking
- Team Building
- Selling

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### Graded Activities

**Teams:** Projects 2.1 through 2.3 will be completed by a team of four students. Team formation will be created on September 16 in class. Team building is one of the five essential skills of an entrepreneur. Guidelines for structuring and managing the team will be provided. **All other projects and activities** are to be done individually. You will have an opportunity to evaluate each team member at the end of the course. This evaluation will be part of the course grade.

**Project 1: Entrepreneurship Skills Handbook:** You will complete a self-assessment of the five entrepreneur skills: vision, leadership, selling, teamwork, and networking. You will have the chance to make a plan to develop yourself in each of the five skill areas. You will set goals and seek out your own resources, which is a skill successful people master. Project 1.0 will be completed individually.

**Project 2: Idea Feasibility:** Your team will investigate 3 ideas related to clothing and apparel having the potential to become a profitable business. In feasibility we learn how to evaluate ideas to see if they have potential opportunity in the market place. Ideas will come from three sources: (1) Your team; (2) Early stage product source; (3) Internet Research. Guidelines and instructions will be provided for completing each idea feasibility analysis.

**Project 3: Elevator Pitch and Slides:** For the third project, you will individually develop an "Elevator Pitch" based on a product idea from your Idea Feasibility Projects. You will develop a Business Model Canvas to create a business model based on the idea (P3.1). Project 3.2 will consist of a ninety second video articulating the opportunity for someone to invest in your product idea (P3.2) supplemented by a 10 slide PowerPoint deck. Guidelines and instructions for completing the business canvas and the elevator pitch will be provided later in the course.

**Coleman Fellows Workshops:** Fresno State faculty, community leaders, and staff at the Lyles Center have organized over 20 skill-building workshops to be offered over the course of the semester. Some range in one hour in length up to two hours. You can select any 2 workshops to attend. A brief summary of what you learned from the Workshops is required. A listing of the workshops and signups will be made available online. The Skill Development Workshops are worth a total of 60 points – 30 points for each workshop you attend.

**Exercises:** Six Exercises will be distributed via Blackboard. Exercises are a mix of in-class and outside class completions. The Exercises will require you to integrate material from sources covered in the prior week such as lecture/discussion, required readings, and material posted on Facebook under the Fresno State Entrepreneurship group. On several occasions I will provide guidelines for the Exercise to be due the following class.

**Exercises can be no longer than one page in length!** Each of the six Exercises is worth 25 points.

**Knowledge Assessment:** Each week at least one critical entrepreneur concept will be introduced in class. The concept will be critical for the Projects and Exercises. An assessment will be given during the finals period in December where you will have an opportunity to demonstrate your comprehension of the concepts covered throughout the semester.

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**Team Assessment:** You will have an opportunity to evaluate each member in your group based on their commitment to the work, meeting promptly with the group, contribution to the group, and efforts to make the team successful. The Team Assessment will be due during the finals week.

**E-Center Tour:** The Entrepreneurship Center at Reedley College is a resource you can use in developing your own business or entrepreneurial team. You'll take a tour of the e-Center during class, and submit ideas for using and improving the E-Center. This assignment is worth 20 points.

**Class Participation:** Much of your learning in this course will occur as you form and express your views during class discussions. You will have ample opportunities to voice your opinions during presentations by the instructor and guest speakers. There will also be occasions where your views may be asked for. It is your responsibility to make sure the instructor knows whom you are and is able to recognize your contribution at the end of the course. In general, sitting in the front of class greatly improves your class participation grade. If you choose to sit in the back and are seeking an above average class participation grade in class, then you will have to work harder at it than others. An average class participation grade is 35 out of 50 points.

If you are unable to make it to class on a given day, it is your responsibility to contact me by email to let me know prior to the start of class. Receiving notification you will not be in class prior to the start of class is the only way you will be allowed to complete a missed Exercise. Only one make up allowed per student per semester.

I will invite a number of entrepreneurs and experts to the class to discuss their experiences with the three themes of the course. You are expected to raise your hands and ask questions.

*When guests are presenting in class, all laptops are to be closed as well as all books and other materials distracting you from the presentation.*

**Student Information Sheet:** The Student Information Sheet can be downloaded from the Blackboard. Complete and turn in on Blackboard by Wednesday, August 26. The Student Information Sheet is due Monday, February 2<sup>nd</sup>. The Student Information Sheet is worth 15 points.

**Elevator Pitch competition report:** We'll be attending an Elevator Pitch competition on September 25. You're not required to stay for the entire event, but you need to be there for at least an hour. If you prepare and enter an elevator pitch, you will earn extra credit, and possibly an all-expenses paid trip to the national Collegiate Entrepreneurs' Organization annual conference in Kansas City. Whether you pitch or not, you'll be expected to take notes and write a brief paper about your observations. More instructions will be given in September. This report is worth 25 points.

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### Grading

The points you earn for the various activities listed below will determine your course grade.

<b>Activity</b>	<b>Points</b>
Project 1.0	50
Project 2.1	50
Project 2.2	50
Project 2.3	50
Project 3.1	50
Project 3.2	50
Test Your Knowledge	90
Exercises (6)	150
Elevator Pitch competition report	25
Coleman Workshops (2x30)	60
Knowledge Assessment	40
Class Participation	50
E-Center Center Tour	20
Student Information Sheet	15
Team Evaluation	50
<b>Total Points Available</b>	<b>800</b>

Final course grades will be determined according to the following scale:

A = 720 or more

B = 640 - 719

C = 560 - 639

D = 480 - 559

F = 479 or less

\*Note: If you do not inform the instructor of missing or incorrect grades within two weeks of the grades being posted, the grades are final.

### Good ideas (for those seeking an A in the course)

- Attend every class. Be on time.
- Ask questions. Make yourself known earlier in the semester, not later.
- On Exercises, do far more than what you think is expected of you.
- If the instructor suggests something worth doing, do it.

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- Never ask for special consideration, such as “I forgot the Exercise was due; can I get partial credit?” It gives the impression you are not equipped to handle the small task and only makes you sound incompetent.

### Policies

#### Late Work

Late work will only be accepted *at half-credit* with a 2-paragraph explanation. *Please include the explanation in the comments section of the assignment on Blackboard when you submit the assignment.* This explanation will cover the following two items:

1. Why the work is late
2. What the student plans to do to avoid turning in late work in the future

#### Extra Credit

Extra credit will be awarded for work that goes above and beyond normal expectations. Anyone who does his or her work with excellence in a way that impresses the instructor may find himself or herself with extra credit. Except for extreme cases, extra credit projects aren't assigned to make up for other work that should have been done.

#### Accommodations for Students with Disabilities

If you have a verified need for an academic accommodation or materials in alternate media (i.e.: Braille, large print, electronic text, etc.) per the Americans with Disabilities Act (ADA) or Section 504 of the Rehabilitation Act, please contact me AND the **DSPS office - ext 3332** as soon as possible.

Please see the Reedley College catalog for clarification of issues and additional guidelines.

#### Internet and E-mail access

- Access to broadband Internet is required. If you do not have an Internet connection, you may use the resources in the Reedley College Library or at other computer labs on campus.
- **An email address is required for all students.**  
If you do not already have one, please either obtain an email address through the RC Library – or any one of the many free email services out there (Gmail, Yahoo, etc.).
- Make sure your e-mail address is updated in the Blackboard system. I use Blackboard to send out information for the course including opportunities for extra credit and reminders about large assignments.
- Please note: I teach multiple courses (and multiple sections of some courses) so I have some rather strict rules about email. They are as follows:
  1. \*Use the subject line correctly. If your e-mail does not have the required information in the subject line, your email will not be read. Each e-mail you send to me must include the following subject line:  
**Course number, your first and last name, and the subject you are writing about**

*For example, if I was a student in BA 39 ( Finite Math), the subject line on my email would be as follows: BA 39 Andrew Shinn Question about homework*

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2. Use the spell checker.
    - a. Your e-mail messages represent you. Be accurate and be professional.
  3. Use proper grammar.
    - a. Make a habit of constantly improving the way you communicate.
  4. Do not type in all capital letters. That is the same as yelling.
- Please remember that you are in training for your professional career. One of the best places to start practicing is in this class.

### Blackboard

**ALL assignments are to be turned in via Blackboard.** Assignments e-mailed to the Instructor or submitted on paper will not be accepted.

The website is:

<http://blackboard.reedleycollege.edu>

- The standard Blackboard login is:  
Username: your student ID number (example: 0123456)  
Password: your student ID number

Blackboard help is available 24/7. The Blackboard help phone number is 1.866.401.7784

### Cancelled class notification

If class is cancelled, students will be notified via a Blackboard announcement. These announcements will also be e-mailed to your SCCCD e-mail address.

### Attendance and Participation

- Your attendance and participation are important. Attendance will be taken at the beginning of each class period. You will be given a “free ride” for up to three (3) class hours (50 minutes each).
- Students missing **six (6)** or more hours may be dropped from the course for non-attendance. For classes that meet two times per week, students missing **four (4)** or more classes may be dropped for non-attendance. For classes that meet once per week, students missing **two (2)** or more classes may be dropped for non-attendance. For online classes, students missing **two (2)** weeks of discussion or assignments may be dropped for non-attendance.
- Unless you regularly prepare for and attend class you cannot participate fully in the course. Your success in this course depends on your active participation. In fact, your participation and homework is worth a portion of your grade. There will be no opportunity to make up missed participation points.
- Participation points will be earned for activities such as:
  - Participating in group discussions
  - Participating in group projects
  - Demonstration of skills at the board
  - Oral presentations
  - In class projects and work papers
  - Many other activities
- Students entering or leaving the classroom at times other than the scheduled start/end of class cause a disruption to students and instructors, and it is rude. Class begins on the hour, not 10 minutes past the hour. In an effort to be courteous to your fellow students and the instructor, please make sure that you are in your seat and ready to “get to work” on time. Students who are habitually tardy (3 or more times per term) will be penalized, as will those who leave class early (without making prior arrangements).
- Students attending less than 30 of the normal 50 minutes of class per hour will be counted as absent and subject to the drop policy if 6 or more days are counted as absent. You should be

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aware that participation points and quiz points are often earned at the beginning or end of the class session and there will be no opportunity to make up those points once they are missed.

#### **Drop Policy:**

- If you decide to drop the course, please do not simply stop attending. In order to officially drop a class you must fill out a program change card, available in the Admissions and Records Office. Drop dates are listed in your Reedley College Class Schedule. If you simply stop attending, you will be assigned a letter grade.

#### **Student Conduct:**

- As stated in your schedule of courses, students are expected to conduct themselves in a responsible manner whenever they are on campus or representing the college in any activity. Board Policy 5410 states the specific rules and regulations and a copy of the policy is available in the college library, the admissions office, Dean of Students & Dean of Instruction offices as well as the student activities office.
- Conduct standards are designed to perpetuate the college's educational purposes, allowing students to enjoy the right of freedom to learn. To that end, students who fail to meet the conduct standards, or who interfere with the rights of freedom to learn of others will be removed from class.

#### **Appropriate Apparel:**

- Please be aware that the role of the Business Department is to prepare you for the world of work. We are charged with teaching you about the various functional areas of business as well as appropriate behaviors and attire. To that end, and in order to better serve the entire class, please refrain from wearing inappropriate apparel to class – including, but not limited to, excessively low cut clothing and low-riding pants. Gentlemen will not wear hats indoors and no one will wear sunglasses unless they have a medical directive stating the sunglasses are necessary for medicinal purposes.

#### **Cell Phone Use:**

- If you carry a cell phone or pager, please turn the ringer off or to vibrate so the rest of the class is not disrupted by a ring or beep. If your cell phone/pager rings, beeps or makes any other audible sounds in class, you can expect to lose your points for the day – impacting your attendance/participation credit. If you are penalized more than once for a cell phone “violation,” you can expect to be asked to leave the class. A ringing cell phone or pager may also initiate a pop quiz for the entire class.
- Please do not use cell phones or mobile devices to text, play games, or send e-mails during class unless you've been directed to do so by the instructor.

#### **Ethics in the classroom:**

- You will notice that we will often discuss ethical issues, as such you should understand that cheating and plagiarism is not acceptable in this class (or any other). All assignments will be checked using Turnitin.com, and plagiarism will earn an automatic 0 for the assignment. More than one incident of plagiarism per student will be cause for being dropped from the course.

THIS SYLLABUS AND THE COURSE ACTIVITIES SCHEDULE ARE SUBJECT TO CHANGE AS DEEMED NECESSARY BY THE INSTRUCTOR.