INTRODUCTION TO THE ENTREPRENEURIAL EXPERIENCE

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INSTRUCTOR INFORMATION:
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Web Access: www.blackboard.uncg.edu
Twitter: DrJamesUNCG

CATALOG DESCRIPTION:
Introduction to the entrepreneurial experience including historical perspectives, the role of entrepreneurs in supporting the economy, the entrepreneurial process, venture creation, and innovation.

FULL COURSE DESCRIPTION:
In BUS/ENT 240 we will explore the idea of entrepreneurship from three perspectives:

- Creating, establishing and maintaining new business ventures.
- Viewing entrepreneurial thinking and development as a key employment skill.
- Exploring the interconnected relationship of sustainability (from a holistic lens) and entrepreneurship.

BUS/ENT 240 takes an interdisciplinary view of entrepreneurship. The theories and concepts used not only have a business foundation, but incorporate knowledge from many disciplines that use entrepreneurship to serve clients, customers, and communities. Particular to the development of the course is the understanding of how entrepreneurship is a connector between people and cultures. Entrepreneurship is a mechanism for the not only the advancement of the economy, but supports the development of cultural and social relationships, emphasizes care and concern for our community, and is key to the development of public policy.
In your BUS/ENT 240 course we will see:

- How entrepreneurship helps to rebuild an African Village or an Appalachian town.
- How an artisan incorporates entrepreneurship in the furtherance of their work.
- How a medical supplier realizes his dream of creating new technology that makes surgical processes more efficient.
- How a small natural food grocery store uses entrepreneurship to bring organic, nutritious foods to local customers.
- How a non-profit uses entrepreneurship to breathe new life into the community.

The course format for BUS/ENT is simple. We will use cases, discussion boards, interviews, web technology, and research to deliver source content.

COURSE MATERIALS:

**Effectual Entrepreneurship** by Stuart Reed, Saras Sarasvathy, Nick Dew, Robert Wiltbank, Anne-Valerie Ohisson

Course readings as assigned – See schedule below. All readings are in the course documents area of Blackboard unless the schedule indicates otherwise. Some journals can be found by using UNCG Journal Finder.

Access to a computer with Broadband capabilities. You will be required to complete assignments online for this course. If you do not have Broadband capabilities at your home, you can come to campus to complete your work. Students may need a computer microphone/headphone set in order to participate in course projects.

COURSE OBJECTIVES:

At the end of the course, successful BUS/ENT 240 students will be able to:

- Demonstrate an understanding of the entrepreneurial process and key concepts.
- Develop, practice and evaluate the student’s propensity for entrepreneurship.
- Practice innovation and creativity as a part of the entrepreneurial process.
- Understand an approach for identifying/analyzing ideas and opportunities in business.
• Prepare a venture concept plan that details the student’s research and analyses of an entrepreneurial venture.
• Present a “Pitch” that gains approval for an entrepreneurial idea.

COURSE PEDAGOGY/METHODOLOGY:

A college course is a learning workshop where individuals can develop intellectual abilities and build a tool kit of resources for use in their personal, professional, and civic lives. My role as the instructor is one of a facilitator who is available to help course participants maximize the benefit of course materials and the activities that occur during the course. I will provide students with structure through the use of course materials and activities.

In BUS/ENT 240 we will use a variety of teaching techniques including lectures, cases, role plays, self-assessment instruments, homework assignments, group activities and exercises to help participants grasp course content. Each unit of course material is designed to help students gain a practical perspective of the entrepreneurial experience. Class exercises are designed to help the student gain hands-on experience: (1) identifying innovative ideas for an entrepreneurial venture and (2) converting those ideas into ventures that have the potential for success.

In order to get the most out of this learning experience, students should do the following:

• Read course materials.
• Actively participate in and contribute to class discussions.
• Examine and reexamine course materials and personal notes.
• Act as a productive and responsible team member during group assignments.
• Ask questions to stimulate course discussion and when further explanation is needed.
• Remain flexible when course plans change per the instructor.
GRADING POLICY WITH ACTIVITY POINTS

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comment Blog Entries</td>
<td>21</td>
</tr>
<tr>
<td>(One for each of the seven modules)</td>
<td></td>
</tr>
<tr>
<td>Elevator Pitch</td>
<td>28</td>
</tr>
<tr>
<td>Quizzes/Activities</td>
<td>32</td>
</tr>
<tr>
<td>(One for each of the seven modules)</td>
<td></td>
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<tr>
<td>Final Exam</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>Total 100</td>
</tr>
</tbody>
</table>

GRADING SCALE:

- **A+** 95% - 100%
- **A** 93% - 97%
- **A-** 90% - 92%
- **B+** 88% - 89%
- **B** 83% - 87%
- **B-** 80% - 82%
- **C+** 78% - 79%
- **C** 73% - 77%
- **C-** 70% - 72%
- **D+** 68% - 69%
- **D** 63% - 67%
- **D-** 60% - 62%
- **F** Below 60%
*The grades that students earn in this course are based on the hard work of each student compared to other students in the course. Every student in the course cannot receive an “A”. The best work submitted by students in the course will receive the highest grade and other students will be graded in relationship to the top grade of the course.

FINAL GRADING DESCRIPTIONS:

A Excellent—indicates achievement of distinction and excellence in several if not all of the following aspects: 1) completeness and accuracy of knowledge; 2) intelligent use of knowledge; 3) independence of work; 4) originality.

B Good—indicates general achievement superior to the acceptable standard defined as C. It involves excellence in some aspects of the work, as indicated in the definition of A.

C Average—indicates the acceptable standard for graduation from UNCG. It involves such quality and quantity of work as may fairly be expected of a student of normal ability who gives to the course a reasonable amount of time, effort, and attention. Such acceptable standards should include the following factors: 1) familiarity with the content of the course; 2) familiarity with the methods of study of the course; 3) full participation in the work of the class; 4) ability to write about the subject in intelligible English.

D Lowest Passing Grade—indicates work that falls below the acceptable standards defined as C but which is of sufficient quality and quantity to be counted in the hours of graduation if balanced by superior work in other courses.

ACADEMIC INTEGRITY

Students are expected to abide by the UNCG Academic Integrity policy. Students may view the UNCG Academic Integrity policy on the University website. You are not to share information from quizzes or blogs with other classmates. If you are caught sharing information you will be removed from the course, receive a failing grade for the course and may face additional University actions. (http://academicintegrity.uncg.edu/complete/)

COURSE REQUIREMENTS

Communicating with Instructor:

I want to support you in learning in this course. I am available to discuss course topics with you and will post online discussion times throughout the semester. During these times you will be able to discuss course topics and lectures. Online attendance is not required for these meetings but they will be available for you if needed. My Teaching Assistant will email more information about these sessions.
Comment Blog:

You will find reference to the blog questions in each of the modules located in the Learning Area of Blackboard. Your blog should be entered in the blog area located under the Communications sections of Blackboard. You will have one blog response for each of the modules of the course. You are responsible for adding your blog entry before the end of each module as listed on your schedule. Your responses in the blog post should be well written, focused on course materials, and edited for clarity. You should show that you are creative. Write 2 paragraphs for each blog response. Your points will be reduced if you do not write 2 paragraphs or you do not answer the question asked for the blog. You should always write your blog independently and if your receive help on the blog you will receive a failing grade in the course. Completing 7 blog entries will represent 21 points of your grade.

Quizzes or Activities:

For each module you will have an online quiz or activity due. You will not know if you are to complete a quiz or activity until the time that the quiz or activity is open. These times are listed on the schedule below. For the quizzes you will only be able to view one question at a time and you will not be able to go back to a question after you have already submitted an answer. Each quiz will be available from the last Thursday at 11:59pm of the module till the last Sunday night of the module at 11:59pm. The quizzes will be based on information from the modules in the Learning area of Blackboard and from the readings. These quizzes should be taken independently and you should not share answers. Sharing your work will result in your being removed from and possibly failing the class. Quizzes are 32 points of your grade.

Elevator Pitch:

Students, individually or in a group, are expected to deliver an elevator pitch for the course. This elevator pitch should last no more than 10 minutes and should be based on the idea you have worked on during the semester. An effective presentation conveys comprehensive and succinct information. You should use video cameras or other forms of media for your project. The pitch should highlight the aspect of your concept that is most likely to sell your idea to an investor. Once you have completed your elevator pitch you submit your pitch to the digital drop box. In the subject line you should put your name and 240 elevator pitch. Your Pitch is due April 30, 2013 by 11:59pm. The elevator pitch is 32 points of your grade. You will receive more information on topics to cover in your pitch during the semester.
Final Exam

You will have a final exam covering the material from the entire course. Your final exam will be available on May 4, 2013 from 12:00am – 11:59 pm. The exam will be available through Blackboard.

ACADEMIC INTEGRITY POLICY:

Students are expected to adhere to the Academic Integrity Policy on all assignments and tests. Please follow this link: http://academicintegrity.uncg.edu/complete/ to the complete description of the Academic Integrity Policy as found in the UNCG Undergraduate Bulletin.

DISRUPTIVE BEHAVIOR POLICY:

The instructor may withdraw a student from a course for behavior that is deemed by the instructor to be disruptive to the class. The grade assigned will be “W” if the behavior occurs before the deadline for dropping a course without academic penalty, and the instructor has the option of giving a “WF” if the behavior occurs after the deadline. In this class disruptive behavior includes lack of participation in group projects. We will participate in some activities which require you to work with team members. You must make yourself available to work with your team. This means finding time to work on projects using web and distance technology. No matter what your other life obligations are you must find time to meet with your group. You will be removed from the course if it is determined that you are participating effectively with your group. In addition we will have online activities that you must participate in for the course. You must spend dedicated time with your group on these projects. If it is discovered that your group fails to spend sufficient time on course projects you may also be removed from the course.

ADDITIONAL REQUIREMENTS:

Late Work Penalty

Assignments may not be submitted late. Exceptions will be granted only in rare circumstances and be evaluated on a case-by-case basis.

Expectations of Students
Students in the Bryan School are also expected to adhere to the Student Code of Conduct. Further details may be found at http://academicintegrity.uncg.edu/complete/ and http://studentconduct.uncg.edu/policy/code/. The Bryan School has additional expectations and guidelines for students to follow which can be found at http://www.uncg.edu/bae/faculty_student_guidelines.pdf.

*Please note the each student is responsible for submitting their own assignments for the course. You must submit assignments as instructed in order to gain credit. There are no exceptions for due dates. Please contact the instructor immediately if you have problems submitting your work.

Expectations of Faculty

The Bryan School expects its faculty to conform to all existing UNCG codes and policies. These are found at http://provost.uncg.edu/faculty/h_section4.asp In addition, the Bryan School has expectations and guidelines for faculty to follow which can be found at http://www.uncg.edu/bae/faculty_student_guidelines.pdf.

Accommodations

UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Please address any special needs or special accommodations with me at the beginning of the semester or as soon as you become aware of your needs. Students requesting accommodations based on a disability must be registered with the Office of Disability Services in 215 Elliott University Center, 334-5440, http://ods.dept.uncg.edu/, ods@uncg.edu.

Things to consider:

I enjoy teaching and students who enjoy learning will enjoy the course. I hope to challenge you to think about the way you embrace creativity. This at times may make you feel like a “fish out of water”, but remember “you have to swim the moat to get to the castle” (Eat, Pray, Live). Please commit yourself to giving your best effort in the course. If by chance you need to discuss issues about what you are learning in the course please email me for an online appointment. I am willing to help you get the most out of the course if it is possible.

Suggested Academic Workload Guidelines

This course is designed so that the average student will spend approximately 15 – 18 hours a week engaged in coursework or homework assignments, reading and activities. Please read the university statement on suggested academic workload as written in your University Bulletin.
Students should be aware that academic excellence and scholastic achievement usually require a significant investment of time in study, research, and out-of-class projects. To provide guidance to students in planning their academic and work schedules, the following recommendations are offered:

- In general, students should plan to devote between 2–3 hours outside of class for each hour in class. Thus, students with a 15-hour course load should schedule between 30–45 hours weekly for completing outside-of-class reading, study, and homework assignments.
- Students who are employed more than 5–10 hours each week should consider reducing their course loads (semester hours), depending upon their study habits, learning abilities, and course work requirements.

Rational for teaching method

I want you to think. I am not just interested in hearing what you remember. The ability to recite and identify information that you have remembered is only one requirement for learning. I will ask you to take your learning one step forward. In fact I will ask you to take your learning many steps forward. You will be asked to create new perspectives, projects, solutions, thoughts, and designs that are originally yours. Of course your new creations will be based on what you learn in course and you will be graded on your ability to do so. However if you find yourself thinking that because you did just what the activity required of you, you earned on A then you must change your thinking for the course. I will reserve A grades to students who follow the instruction and add meaningful creativity, innovation and excellence to the assignments they turn into class. Some of you then will earn an A. This will not happen however to every student. I teach in a way that causes you to trouble what is obvious. I want you to spend time deliberating over the issues of the class. I hope for excitement and engagement as we journey through the semester.

Our class is broken down into 2 week module. You will get one module at a time. You do not have the ability to go ahead in the module before each two week module is completed. Within the two week module you will be able to work at your own pace or the pace of your team if team work is a requirement for the team. During each module you will have readings, videos, blogs, tests and collaborations that you must complete. You are to work independently on some course requirements like the test. If you do not work independently in this cases and it is made know to the instructor you will be removed from the course. You are expected to purchase all materials for the course and failing to do so will not give you an excuse for late or incomplete assignments.

Description of special procedures or rules for this class (e.g., laboratory rules and procedures)
# BUS/ENT 240 (online)
## Spring 2013

### Tentative Schedule

The instructor of this course reserves the right to change the following schedule as needed.

*Each module will be available only for the days listed on the schedule. After the last day of the module you will not be able to go back to review that module or access information within the module.

<table>
<thead>
<tr>
<th>Week Of</th>
<th>Readings and Activities</th>
<th>Module One Activity or Quiz</th>
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<tbody>
<tr>
<td><strong>Module One</strong></td>
<td><strong>All Readings are in Blackboard under Course Documents unless you are directed otherwise.</strong></td>
<td>Late work will not be accepted for any reason.</td>
</tr>
<tr>
<td>Jan. 15 - Jan 27</td>
<td>Review course syllabus and expectations - See PowerPoint</td>
<td><strong>Module One Activity or Quiz</strong> will be available from Jan.24, 2013 at 11:59pm – Jan. 27, 2013 at 11:59pm.</td>
</tr>
<tr>
<td></td>
<td>Read article titled “Entrepreneurship Today” by Sharda S. Nandram, Karel J. Samsom.</td>
<td><strong>Comment Blog:</strong> Please add your entry in the blog area located under the communications area in Blackboard. You will find the blog question within module one. You should write you own blog without copying the work of others. Please see the honor code policy on the syllabus. Your entry must be posted by Jan. 27, 2013 at 11:59pm.</td>
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<tr>
<td></td>
<td>Read What do entrepreneurs do?</td>
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<td></td>
<td>Read The Engine of Capitalist Process</td>
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<td></td>
<td>Read Building an entrepreneurial Economy.</td>
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<tr>
<td></td>
<td>View this website and read the section titled “How the US economy Works?</td>
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<td>View video from World Trade Organization <a href="http://www.wto.org/english/res_e/webcas_e/webcas_e.htm">http://www.wto.org/english/res_e/webcas_e/webcas_e.htm</a></td>
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<tr>
<td><strong>Orientation Week –</strong></td>
<td><strong>Course Introduction</strong></td>
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<tr>
<td><strong>Course Introduction</strong></td>
<td><strong>Impact of Entrepreneurship on the Economy</strong></td>
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<tr>
<td>Jan. 28 – Feb. 10</td>
<td>Individual Perspectives: Beyond the Heroic Entrepreneur-Blundel.</td>
<td><strong>Module Two Activity or Quiz</strong> will be available from February 7, 2013 at 11:59pm – February 10, 2013 at 11:59pm.</td>
</tr>
</tbody>
</table>
| Module Three  
| | • Fairbrothers- Chapter 1,Chapter 14 
| | http://www.proximityhotel.com/newsrecord121206.htm 
| | http://www.ashoka.org/fellows/social_entrepreneur.cfm 
| | http://www.managementhelp.org/soc_entr/soc_entr.htm 
| | “Do you have what it takes?” assessment 
| The Entrepreneurial Process | • HATCH, JIM, & ZWEIG, JEFFREY. (Nov 2000) What is the stuff of an entrepreneur? (Research). In Ivey Business Journal, 65, p68. [Link] 
| | • How do entrepreneurs handle success? 
| | • Can Failure Be Good? 
| | • Additional articles TBA announced 
| Module Three Activity or Quiz | You will find the blog question within module two You should write you own blog without copying the work of others. Please see the honor code policy on the syllabus. Your entry must be posted by February 10, 2013 at 11:59pm. 
| Module Three Activity or Quiz | Module Three Activity or Quiz will be available from Feb 21, 2013 at 11:59pm – Feb 24, 2013 at 11:59pm. 
| Comment Blog: | Comment Blog: 
| Please add your entry in the blog area located under the communications area in Blackboard. 
| You will find the blog question within module three. You should write you own blog without copying the work of others. Please see the honor code policy on the syllabus. Your entry must be posted by Feb 24, 2013 at 11:59pm. 
| Module 4  
| Feb. 25  – Mar. 10 | During this module you will have special activity to complete. Make sure that you follow the instructions as written. Failure to follow instruction will result in the loss of points. 
| | • The Heart of Entrepreneurship. Harvard Business Review; Mar/Apr85, Vol. 63 Issue 2, p85, 10p, 3 charts. (Journal Finder) 
| Module Four Activity or Quiz | Module Four Activity or Quiz will be available from March 7, 2013 at 11:59pm – March 10, 2013 at 11:59pm. 
| Comment Blog: | Comment Blog: 
| Please add your entry in the blog area located under the communications area in Blackboard. 
| You will find the blog question within module
<table>
<thead>
<tr>
<th>Module 5</th>
<th>March 18 - March 30</th>
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<tbody>
<tr>
<td><strong>Searching for Venture Ideas and Opportunity Recognition</strong></td>
<td><strong>Module Five Activity or Quiz</strong> will be available from March 28, 2013 at 11:59pm – March 30, 2013 at 11:59pm.</td>
</tr>
<tr>
<td>• Read “I don’t have an idea”. - Read et.al 2011</td>
<td><strong>Comment Blog:</strong> Please add your entry in the blog area located under the communications area in Blackboard. You will find the blog question within module five. You should write your own blog without copying the work of others. Please see the honor code policy on the syllabus. Your entry must be posted by March 30, 2013 at 11:59pm.</td>
</tr>
<tr>
<td>• Read Visions: Creating New Ventures - Blundel and Lockett, 2011)</td>
<td><strong>At the start of Module 6 you should have identified an idea for your concept for the semester.</strong></td>
</tr>
<tr>
<td>• Fairbrothers - Chapter 3</td>
<td><strong>Module Six Activity or Quiz</strong> will be available from April 11, 2013 at 11:59pm – April 14, 2013 at 11:59pm.</td>
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<tr>
<td>Module 6</td>
<td>April 1 – April 14</td>
</tr>
<tr>
<td><strong>Screening Your Venture</strong></td>
<td><strong>Comment Blog:</strong> Please add your entry in the blog area located</td>
</tr>
<tr>
<td>• Read Uncovering Opportunities: Understanding Entrepreneurial Opportunities and Industry Analysis - Baron and Shane, 2005</td>
<td>under the communications area in Blackboard. You will find the blog question within module six. You should write your own blog without copying the work of others. Please see the honor code policy on the syllabus. Your entry must be posted by April 14, 2013 at 11:59pm.</td>
</tr>
</tbody>
</table>

Review. (Journal Finder)
- Fairbrothers – Chapter 5

Use UNCG Library Journal Finder to find the above articles.

four. You should write your own blog without copying the work of others. Please see the honor code policy on the syllabus. Your entry must be posted by March 10, 2013 at 11:59pm.
<table>
<thead>
<tr>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course evaluations</strong></td>
<td>are available April 23 – April 29, 2013 You must complete a course evaluation in order to get a grade for the course. You will find the course evaluations in Blackboard.</td>
</tr>
<tr>
<td><strong>End of course</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Final Exam</strong></td>
<td><strong>Concept Elevator Pitch</strong> due by April 30 by 11:59pm</td>
</tr>
<tr>
<td><strong>Final Exam</strong></td>
<td><strong>May 4, 2013 from 12:00am – 11:59pm</strong></td>
</tr>
</tbody>
</table>
| **Module 7**<br>**April 15 – April 28** | **Module Seven Activity or Quiz** will be available from April 25, 2013 at 11:59pm – April 28, 2013 at 11:59pm.  
**Comment Blog:** Please add your entry in the blog area located under the communications area in Blackboard. You will find the blog question within module seven. You should write you own blog without copying the work of others. Please see the honor code policy on the syllabus. Your entry must be posted by April 28, 2013 at 11:59pm. |
| **Planning and Financing Your Venture** | • Read “I don’t have enough money”. - Read et.al 2011  
• Read “Financing New Ventures”- Baron and Shane (2005)  
• Feld, Bradley (March 24, 2004). The Entrepreneur’s Financial-Fitness Checklist. Business Week  
• Fairbrothers – chapter 12 |