

University of North Carolina at Greensboro
Bryan School of Business and Economics
Department of Business Administration
Fall 2018

ENT/BUS 206 Start Something! (Online)

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Office Hours: 7:00-:00 pm Tuesday (in Canvas WebEX) or by appointment

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CREDITS: 3

FOR WHO PLANNED: This is an introductory Entrepreneurship course for those contemplating an Entrepreneurship major and minor with an opportunity to vie for a business loan to start a business on campus. It is open to all students across campus.

Also, exam dates are fixed (not subject to change for individuals) and you need to be sure that you are available during exam dates which are; Sep. 23 12:00pm-6:00pm and Oct. 28 12:00pm-6:00pm. If you are not available during these dates, please drop the class.

COURSE DESCRIPTION: Students learn how to establish a new business from idea to inception through the finalized business model. Students may have the opportunity to establish a viable business on campus.

REQUIRED TEXT:

Lee A. Swanson (2017). Entrepreneurship and Innovation Toolkit.

Can be free downloaded from

<http://openpress.usask.ca/entrepreneurshipandinnovationtoolkit/>

REQUIRED SOFTWARE: See the canvas site for the template for the business model.

REQUIRED ENTREPRENEURIAL PROPENSITY SCALE AND PSYCAP and ASSESSMENT SURVEY:
TO GET CREDIT, BE SURE TO INCLUDE YOUR NAME ON THE SURVEY AT THE BEGINNING (DUE AUG 26) AND THE END OF THE CLASS (DUE NOV 25).

Here's the links:

https://uncg.qualtrics.com/SE/?SID=SV_c03o3IOra7jvBNX (Beginning & end of class)

https://uncg.qualtrics.com/jfe/form/SV_8wb5BNRkGeWeAct (Beginning & end of class)

<https://www.surveymonkey.com/r/H3QGvQG> (Only at the end of class)

Please take the survey (10-15 min.) at the start of the semester before the class starts preferably but no later than the first week of class, and then by W the last week of class. If requested, I can give you your individual scores to see if your propensity to be an entrepreneur has gone up. If you are taking this for more than one class, be sure to check **ALL** the classes you are in so you don't have to take it more than once at the beginning and end of the semester.

COURSE OBJECTIVES:

- **Recognize** student's personal interests and applicability to the areas of entrepreneurship (business, social and corporate).
- **Develop** skill sets in the areas of opportunity recognition, research, and team dynamics.
- **Comprehend** the steps in and processes of planning, decision- making and strategy development.
- **Illustrate** student's understanding of market analysis, operational and financial management.
- **Construct** a full business model.
- **Demonstrate** student's presentation and sales skills.
- **Defend** student's business model.
- **Understand** the key and critical elements of starting a business enterprise.

EXPECTATIONS:

My goal is that you become a successful, educated entrepreneur who can seize an opportunity, deal with ambiguity, run with the ball when it makes sense, and grow your venture to success by the time you finish your Entrepreneurship courses.

Welcome to my class and I look forward to teaching you this semester.

For a full description of the Bryan School expectation and guidelines, see http://bae.uncg.edu/assets/faculty_student_guidelines.pdf

As **teacher** I PROMISE to:

1. Come prepared to every class with well thought-out presentation
2. Design my class so you can accomplish my objectives listed in the syllabus
3. Consider that it is not always your fault if you don't understand the material.
4. Create a mutually respectful classroom environment.
5. Revisit an exam question if you have a concern.
6. Be available for office hours (WebEX), as discussed above, or at home up until 9 pm. for calls.
7. Respond to email within 24 hours except holidays and weekends unless there is a problem with internet connections. I check my email regularly during the day.

As **students** you PROMISE to:

1. Be prepared to each week by reviewing previous notes and having completed assignments.
2. Complete all work on time with proper thought.
3. Consider it is not always my fault if you don't understand the material.
4. Treat others and me with respect.

Evaluation and Grading Policy:

A	410 – 381.3	C	315.6 – 299.3
A-	381.2 – 369	C-	299.2 – 287
B+	368.9 – 356.7	D+	286.9 – 274.7
B	356.6 – 340.3	D	274.6 – 258.3
B-	340.2 – 328	D-	258.2 – 246
C+	327.9 – 315.7	F	<246

Assignments	Coverage	Possible Points	Details	Percentage of Total Points	Track Your Points
New Business Model Report	This is your business model	80	Individual	19.52%	
New Business Model Presentation		60	Individual	14.63%	
Canvas Logon and Introduce Yourself		5	Individual	1.22%	
Entrepreneurial Propensity Scale and Pscap and Assessment Survey	Entrepreneurial Propensity Survey must be taken at the beginning and end of class you're your name on survey to get credit.	5	Individual	1.22%	
Exam #1	Ch. 1,2,3,4, and 5	100	Individual	24.39%	
Exam #2	Ch. 6,7,8,9, and 10	100	Individual	24.39%	
Chapter Discussions	5 points per Chapter Discussion + 10 points Direct Selling	60		14.63%	
TOTAL		410		100%	

Academic Integrity Policy:

Students are expected to know and abide by the Honor Code in all matters pertaining to this course. Violations of this code will be pursued in accordance with the code. The link to UNCG's academic integrity policy is:

<http://academicintegrity.uncg.edu/>

Faculty and Student Guidelines:

Please familiarize yourself with the Bryan School's *Faculty and Student Guidelines*. These guidelines establish principles and expectations for the administration, faculty, staff, and students of the Bryan School of Business and Economics. The link for this document is:

https://bryan.uncg.edu/wp-content/uploads/2017/08/faculty_student_guidelines.pdf

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. If an exception is granted, there will be a 25%-point subtraction for each day the assignment is handed in late.

Accessibility Policy (Distance Learning):

<http://ods.uncg.edu/policies-procedures/distance-learning/>

Technical Support

If you have a different system than UNCG computer system, we suggest changing with a system which is compatible with UNCG's system. Also, when you have technical difficulties you should report to 6-TECH for assignments and test taking.

<https://its.uncg.edu/services>

Calendar

DATE	TOPIC	TEXT	HOMEWORK DUE
Week 1 Aug 14-Aug 19	START SOMETHING Entrepreneurs and Ideas: The Basis of Small Business Review of Syllabus – view video, read & understand syllabus Chapter 1 Introduction to Entrepreneurship	Ch. 1	Download Syllabus on Canvas. Login to Canvas & enter into the Discussion board on your major, work experience, respond to two posts and short summary of your business idea due August 16 by 5 pm. Take the ENT Propensity and PsyCap Surveys (must take both at beginning and end of class to earn points) Due Aug 26 11:59 pm. View Ch 1 video, read Ch 1 and attend Chapter discussion
Week 2 Aug 20-Aug 26	Small Business Ideas: Chapter 2 Opportunity Recognition	Ch. 2	View Ch 2 video, read Ch 2 and attend Chapter discussion
Week 3 Aug 27-Sep 2	Evaluating Entrepreneurial Opportunities – Chapter 3 is the idea a real business?	Ch. 3	View Ch 3 video, read Ch 3 and attend Chapter discussion
Week 4 Sep 3-Sep 9	Business Model – What is it & how is it prepared? Chapter 4	Ch. 4	View Ch 4 video, read Ch 4 and attend Chapter discussion
Week 5 Sep 10-Sep 16	Business Planning - Chapter 5 – What is a Business Plan – Who is the audience?	Ch. 5	View Ch 5 video, read Ch 5 and attend Chapter discussion + review exam study guide
Week 6 Sep 17-Sep 23	Exam 1 (Ch. 1, 2, 3, 4 and 5) on Sep. 23 12pm-6pm. Chapter 6 Financing Entrepreneurship – Where & How do you obtain the capital to get started?	Ch. 6	Complete exam in required time frame, view Ch 6 video, read Ch 6 and attend Chapter discussion
Week 7 Sep 24-Sep 30	Venture Set -UP – Ch 7 – This is the beginning of the execution phase of your business idea	Ch. 7	View Ch 7 video, read Ch 7 and attend Chapter discussion
Week 8 Oct 1-Oct 7	Now that you are successful in the Business, how do you get out? Ch 8 Exit Strategies	Ch. 8	View Ch 8 video, read Ch 8 and attend Chapter discussion
Week 9 Oct 8-Oct 14	CH 9 Innovation & Entrepreneurship & CH 10 Types of Entrepreneurship	Ch. 9 &10	View Ch 9 & 10 videos, read Ch 9&10 and attend Chapter discussion + review Exam Study Guide
Week 10 & 11 Oct 15-Oct 28	Exam 2 (Ch. 6, 7, 8, 9 and 10) on Oct. 28 12pm-6pm. Direct Selling Presentation & Videos		Complete Exam and answer Direct Selling discussion questions then View video: Workshop on Library Resources for Your Business with Steve Cramer, Business Librarian – this will help you prepare your Business Model with very helpful research tools
Week 12 & 13 Oct 29-Nov 11	WORK on your Business Model		You have seen the basic requirements for the Business Model – now prepare your written Business Model and PowerPoint slides of the

			Business Model Power Point slides due Nov 11 11:59 pm.
Week 14 Nov 12-Nov 18	Business Model Presentations		Prepare your 5-minute video Business Model Presentation Video due Nov 18 11:59 pm.
Week 15 Nov 19-Nov 25	Feedback Business Model Presentations and Surveys		Posts on feedback on 4 others' videos due by Nov 25 11:59 pm. Take the ENT Propensity and PsyCap Surveys (must take both at beginning and end of class to earn points) Due Nov 25 11:59 pm.