



Department of Marketing, Entrepreneurship, Hospitality & Tourism  
BUS/ENT 240 (Online)  
Introduction to the Entrepreneurial Experience  
Spring 2020

---

Dr. Channelle D. James

Office: **Room 361 Bryan**

Office Hours: Tuesday from 2-5pm & **appointment (Available online)**

E-mail: **cdjames2@uncg.edu**

Web Access: <https://uncg.instructure.com>

---

*This syllabus is subject to change by the instructor. Students are responsible for the rules as stated in this syllabus and verbal instructions as covered during class. Students are also responsible for instructions and directions provided through email communication.*

### **Course Description**

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

### **Required Materials**

Most assigned readings will be provided for you in the Canvas system or you will be directed to where you can gain access to readings.

#### Course Textbook

Griffiths, M. and James, C. (2018). Mastering the Art: An Entrepreneurial Guide to a Profit-Driven Marketing Plan. Dubuque, IA., Kendall Hunt Publishing Company.  
Cost \$39.00

You can purchase the course textbook at the link below. Copy and Paste the link in your search engine and you will be directed to the textbook.

<https://he.kendallhunt.com/product/mastering-art-entrepreneurial-guide-profit-driven-marketing-plan>

**Access to a computer with Broadband capabilities.** You will be required to complete assignments online for this course. Please check your computer equipment so that you can successfully complete work in this course. Inefficient internet capabilities may have an impact on your ability to complete tests and assignments. If you do not have broadband capabilities at your home, you can come to campus to complete your work. Also, be familiar with your local library in case you are having internet trouble at home. **Students will need a computer camera and microphone to participate in course projects and for tests.**

### **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 activities.
- Examine and reexamine course materials and personal notes.

- Ask questions to stimulate course discussion and when further explanation is needed.
- Remain flexible when course plans change per the instructor.

## **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 model that details the student's research and analyses of an entrepreneurial venture.
- Present a "Pitch" that gains approval for an entrepreneurial idea.

## **Important Issues for Student Understanding:**

### **Where will I find information on due dates for test and exams?**

There is a schedule that every student will be provided with that outlines the due dates of this course. Do not rely on the automated calendar provided to students in Canvas. Always refer to the schedule provided to you at the beginning of the course. In addition, if there are changes in schedule students will receive an email announcement from the instructor.

### **When are module assignments due?**

Module assignments are due by the last day of the module as listed on the course schedule.

### **When will the learning modules be available to student use?**

Please see the schedule to see when modules will be available and when the modules close. Modules will be available not later than Tuesday morning of the first week that the module is opened.

## **Teaching Methods and Assignments For Achieving Learning Outcomes**

Learning Modules will include lectures, article reviews, case studies, creative course projects and online experiential activities.

Tests or Activities (49 Points):

For each module you will have an online test. **Your test might include multiple choice, true/false, sentence completion, or activity related questions. You will not know the types of questions you will receive on the test in advance to the test.** The work you do in the Learning Area (in Canvas) for each module will prepare you for success. **You are required to complete the work in the Learning Module before you attempt each module test. Students who do not complete the module before attempting the test will receive a zero on the test.** The times for tests or activities are listed on the schedule below. For the tests 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 test will be available from the last Thursday at 11:59pm of the module till the last Sunday night of the module at 11:59pm. Complete the test before Sunday at 11:59pm before the system closes down on you. The tests will be based on information from the modules in the Learning area of Canvas and from the readings. These tests should be taken independently, and you should not share answers. You should not attempt to complete non-test related assignments or work while you are attempting to take a test in this course. You are not allowed to use old versions of the test to study or complete test from this semester. Sharing your work with others will result in your being removed from and possibly failing the class. Tests are 49 points of your grade. **You cannot use the aid of course materials or readings on the test unless instructed to do so by the instructor. You must not leave the test taking platform in Canvas while you are taking the test. Never take screen shots of tests at any time.**

**Test questions may be multiple choice, short answer, essay, or activity related. Please follow the instructions in the learning area as they are written. Please ask questions in advance if you have them.**

**In order to proctor tests in this course students may be asked periodically to take a test through Collaborate in the Canvas system. This system allows a proctor to view the student taking the test. You will need a computer camera to facilitate this process.**

\*Question about Grade Material. If you believe additional points are warranted for your completed assignment, you must bring this to my attention within one-week (1-week) of receiving the graded assignment. The following process must be followed:

- 1) Issue must be stated in writing. Emails are acceptable.
- 2) The original question, your answer, and the correct answer must be included in your written statement.
- 3) If you have evidence from class materials or lecture that substantiate your point, you must include the citation/source of this evidence in detail.
- 4) Your case can be strengthened if you have evidence supporting your point for grade change.
- 5) All requests will be evaluated. However, a grade change IS NOT GUARANTEED. Final decision will be communicated via email to the student. Remember on multiple choice questions you are looking for the most correct answer.

#### Elevator Pitch (31 Points):

Students, individually or in a group, are expected to deliver an elevator pitch for the course. This elevator pitch should last no more than 7 minutes (not the traditional time set in other elevator pitches) and should be based on the idea you have worked on during the semester. An effective presentation conveys comprehensive and succinct information. The information you use to create your elevator pitch comes from the research you complete in modules 5, 6, and 7. **You should use Narrated PowerPoint for your pitch. It is the student's responsibility to make sure their presentation is properly submitted and viewable by the instructor.** The pitch should highlight the aspects of your concept that are most likely to sell your idea to an investor. Once you have completed your elevator pitch you submit your pitch to the assignments area in the Canvas Course Management System. Before submitting you should name your file 240 elevator pitch (last name). Your Pitch is due **April 30, 2020 by 11:59pm**. In order to pass this, course you must post your presentation online and on time. After **April 30, 2020 by 11:59pm** you will not be allowed to turn in work for this course and your grade will reflect only the work you have submitted. The elevator pitch is 31 points of your grade. You will receive more information on topics to cover in your pitch during the semester.

#### Final Exam (20 Points):

At the end of the semester you will have a final exam. The final exam questions will come from the information provided in the modules (class discussions), readings, and projects. The exam is worth 20 points of your final grade. The final exam will be offered on **Saturday, May 2, 2020**, which is the last day of class. You will have a 24-hour

window to complete the final exam. **Please adjust your work and family schedule so that you can complete the exam on Saturday, May 2, 2020.**

### Grade book

Module #	1	2	3	4	5	6	7		Total
<b>Test and Activities</b>	7	7	7	7	7	7	7		<b>49</b>
<b>Elevator Pitch</b>									<b>31</b>
<b>Final Exam</b>									<b>20</b>
<b>Total</b>									<b>100</b>

- Notice there are no percentages in the chart above. **Do not use calculations provided in Canvas for your grade.** Canvas is only used to post your points.

### Grading Scale

Total Points	Letter Grade
93.0-100	A
90.0-92.9	A-
87.0-89.9	B+
83.0-86.9	B
80.0-82.9	B-
77.0-79.9	C+
73.0-76.9	C
70.0-72.9	C-
67.0-69.9	D+
60.0-66.9	D
00.0-59.9	F

**\*Grades in this course ARE NOT rounded to the next higher grade.**

\*ALL GRADES ARE POSTED IN Canvas. During the course you will get further instructions on how to calculate your grade with the information in Canvas. Final grades are assigned as indicated on this syllabus. There are no opportunities for any additional individual extra credit under any circumstance.

## **Course Policies**

### **Instructor's Grading Criteria/Timetable:**

**Grading:** All course projects will be graded within two weeks of their due date. In cases where more time for grading is required I will inform the class.

**Late Projects:** Late projects are accepted only under dire circumstances. Forgetting to do your part, lack of sleep, car problems, computer glitches, etc. are not considered "dire circumstance." ALL late assignments must be submitted within 24-hours of the original due date. A 50% penalty will apply to ALL LATE SUBMISSIONS. Do not attempt to add materials to grade in the submission area on Canvas after the due date. Students submitting late assignments **MUST NOTIFY ME, AT WHICH TIME THEY WILL RECEIVE INSTRUCTIONS ON HOW TO SUBMIT THEIR LATE WORK.** Students who attempt to add assignments after the due date to the submission area will be penalized based on the academic integrity policy of the University.

**Your Name:** Do not forget to type your name on EVERY assignment. You should type your name directly in the document before saving and posting for submission. Assignments turned in without the student's name will not be graded. You can place your name at the top right-hand corner of all documents.

### **Course Communication & Submission of Assignments**

**Emailing Faculty:** You should always refer to the instructor as "Dr. James" in all forms of communication.

**Naming Conventions:** In order to facilitate the tracking of assignments and correspondence you send to me, please use the following naming conventions (Last name and first initial (jamesc), # is the module number for the assignment).

- **Projects:** assignment name- lastname-.doc

- **Email Subject Lines:** Please start your subject lines in email correspondence with Course & section, username: SUBJECT\_OF\_MESSAGE. For example: "ENT 240 Question" or BUS 240 Need an Appointment."

**Efficient Communication: Email is the most effective and efficient means of communicating with you. Therefore, I will communicate frequently with you via e-mail. I use Canvas to do this, and that system uses your UNCG e-mail address. Check your UNCG email daily.**

## **GRADING Process**

**Turning In Course Work and Assignments:** Every student is responsible for turning in their own assignments for this course.

All assignments must be submitted through the Canvas Course Management System in course documents. Please make sure that you submit your work in the correct space. **Failure to submit your assignment in the correct space will result in a zero grade.**

Please also view the video titled "Submitting an Assignment" at the same webpage:<https://resources.instructure.com/courses/32/pages/canvas-student-tour-videos>

## **Electronic Communications Guidelines**

### **A Few Rules of Thumb**

Wait to respond to a message that upsets you and be careful of what you say and how you say it.

Be considerate. Rude or threatening language, inflammatory assertions (often referred to as "flaming"), personal attacks, and other inappropriate communication will not be tolerated.

Never send or post a message that is in all capital letters -- it comes across to the reader as SHOUTING!

Use boldface and italics sparingly, as they can denote sarcasm.

Keep messages short and to the point. Make sure to ask for what you are actually requesting in email messages.

Always practice good grammar, punctuation, and composition. This shows that you've taken the time to craft your response showing respect for your work.

Use spell check!

## **Plagiarism Policy**

Students are expected to be the sole authors of their work. Use of another person's work or ideas must be accompanied by specific citations and references. Though not a comprehensive or exhaustive list, the following are some examples of dishonesty or unethical and unprofessional behavior:

Plagiarism: Using another person's words, ideas, or results without giving proper credit to that person; giving the impression that it is the student's own work.

Any form of cheating on examinations, including taking test and exams in a format not authorized by the instructor.

Altering academic records.

Falsifying information for any assignments.

Submitting an assignment(s) that was partially or wholly completed by another student.

Copying work or written text from a student, the Internet, or any document without giving due credit to the source of the information.

Submitting an assignment(s) for more than one class without enhancing and refining the assignment, and without first receiving instructor permission. In cases where previous assignments are allowed to be submitted for another class, it is the responsibility of the student to enhance the assignment with additional research and to also submit the original assignment for comparison purposes.

Assisting another student *with reasonable knowledge that the other student intends* to commit any act of academic dishonesty. This offense would include but would not be limited to providing an assignment to another student to submit as his/her own work or allowing another student to copy answers to any test, examination or assignment.

## **Disruptive Behavior Policy**

### **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](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](mailto:ods@uncg.edu). **IF YOU NEED ACCOMMODATIONS YOU WILL NEED TO LET THE INSTRUCTOR KNOW DURING THE FIRST WEEK OF CLASS.**

## **Religious Observance**

The University allows for a limited number of excused absences for religious observances required by the faith of the student. Beyond the minimum terms and limits of this policy, instructors maintain authority to establish and enforce this policy for the courses they teach. For the complete policy, see <http://web.uncg.edu/reg/Bulletin/Current/AcaRegs/ClassAttendance.aspx>

## **Suggested Academic Workload Guidelines**

- Please read the university statement on suggested academic workload as written in your University Bulletin.

Please sign this document and submit a copy to Dr. James

This document is to be considered as a “living” framework, and as a result of the open-ended nature of the course design (which allows the students to co-create the learning experiences), the instructor reserves the right to make changes during the semester to accommodate for unexpected situations that may arise.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_