



**UNC GREENSBORO**

*Find your way here*

**BUS/ENT 240-01: Introduction to the Entrepreneurial Experience**

**Spring 2025**

3 credit hours, Web

**INSTRUCTOR INFORMATION:**

Name: Channelle James PhD

Office Location: 361 Bryan School

Phone: (336) 334-4473 Ext. 75577

Email: cdjames2@uncg.edu

Office Hours: Tuesdays 2:30 pm – 5:30 pm

*UNCG is located on the traditional lands of the Catawba, Keyauwee and Saura. Let us venture to honor them with our work together.*

**COMMUNICATION RESPONSE:**

*The Faculty member will respond to emails within 48 hours on M-R. Emails received F-Sun will be responded to the following Monday.*

**TEACHING PHILOSOPHY STATEMENT:**

As a teacher, my goal is to assist students in experiencing and mastering the main theories on which the discipline of entrepreneurship has been built. I will use my experience, research, and understanding to help students reach their entrepreneurial goals. I aim to engage students in the practice of critical and creative thinking, leading to the development of skills that are valuable as entrepreneurs and as colleagues in established organizations and businesses. I believe in the value of engaged scholarship and community engagement because entrepreneurship education is based on hands-on practical experience for every learner.

**CATALOG 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.

**COURSE DESCRIPTION:**

*In this course, students will better understand the role of the entrepreneur in society. The course takes the student from a historical perspective of entrepreneurship all the way to help students develop their first business model. Students will engage in readings and discussions that will help them recognize opportunities to act as entrepreneurs and engage the right customers. In this course, the final project is the presentation of a well-developed business model.*

**PREREQUISITES / COREQUISITES:**

None

**FOR WHOM PLANNED:**

For any UNCG student interested in learning more about entrepreneurship.

**STUDENT LEARNING OUTCOMES (SLOs):**

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.

**TEACHING METHODS:**

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.

**ASSIGNMENTS AND ASSESSMENTS 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, essay, 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 not be prepared to complete 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. Please check your schedule for the course so that you know when the test will be available in Canvas. 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 the 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 screenshots of tests at any time.

Test questions may be multiple choice, short answer, essay, or activity-related requirements. Please follow the instructions in the learning area as they are written. Please ask questions in advance of the test if you have them. Never take screenshots or pictures of tests or exams assigned for the course. Before the semester starts make sure you have a computer that has a working camera. Make sure your computer is compatible with the Respondus Lockdown Browser. You will be given rules for the tests taken during the course. Not abiding by those rules is an academic integrity violation.

\*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.

All requests will be evaluated. However, a grade change IS NOT GUARANTEED. Final decisions 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. If you do not submit a Narrated PowerPoint, you will not receive a grade. 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 27, 2024, Wednesday by 11:59pm. In order to pass this course, you must post your presentation online and on time. After April 27, 2024, 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, April 30, 2024. The Final exam will be available for 24 hours. Please adjust your work and family schedule so that you can complete the exam on Saturday, April 30, 2024. It is the student's responsibility to make sure their Computer is working on the day of the all test and exams.

#### Lock Down Browser and Respondus Monitor - Please be aware!

This course will require the use of LockDown Browser and Monitor for online test and exams. For an overview on LockDown Browser and Monitor, watch the following short video at <https://www.youtube.com/watch?v=XuX8WoeAycs>

LockDown Browser cannot be used as a regular browser for everyday use as it's basically a portal to Canvas and doesn't take you anywhere but Canvas. The webcam used by Respondus Monitor is enabled through LockDown Browser and you have full control of when LockDown Browser is open. You should use LockDown Browser only as required when taking a test and then close LockDown Browser when finished with the testing process. When LockDown Browser is no longer required (i.e. course is over) you can uninstall LockDown Browser. You will not be able to access the exam from a regular browser. When a test requires the Lockdown browser you will find a link to the software in your Canvas course. This will allow you to get access to the software and take your test. Navigate and open the exam. You will be required to agree to the terms of use and perform a webcam check. Refer to the Student Quick Start Guide for additional information. When taking an online exam, refer to the following suggestions: • Make sure the location you are taking the exam is free from interruptions • Turn off all mobile devices, phones, etc. • Clear the area of all materials – books, papers, other devices • Remain at the location for the entire exam • LockDown Browser will prevent you from exiting the exam until all questions are completed and submitted. You will not be able to access other websites or applications.

**EVALUATION AND GRADING:**

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. Do not use the average provided in Canvas for your grade. You will receive a spreadsheet to help you compute your grade for the course.

Letter Grade	% points accumulated
A	≥ 93.0
A-	90.0-92.9

B+	87.0-89.9
B	83.0-86.9
B-	80.0-82.9
C+	77.0-79.9
C	73.0-76.9
C-	70.0-72.9
D	60.0-69.9
F	<60.0

**REQUIRED TEXTS/READINGS/REFERENCES:**

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 \$58.00

**Assignment Submission and Format:**

All assignments in this course are submitted electronically via Canvas by the assignment deadline. No assignments will be accepted either by email or on paper. Assignments must be formatted in one of the following formats - word document or PDF.

**ACADEMIC INTEGRITY POLICY:**

By submitting an assignment, each student is acknowledging their understanding and commitment to the Academic Integrity Policy on all major work for the course. Refer to the following URL:

<https://osrr.uncg.edu/academic-integrity/>.

**ACCOMMODATIONS:**

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at <https://ods.uncg.edu/> or by calling 336-334-5440 or visiting them in Suite 215, EUC Building.

**CONTRA POWER STATEMENT:**

As your instructor, I am committed to creating a productive and non-discriminatory learning environment of mutual respect. Title IX and UNCG’s school policy prohibit gender-based harassment, sexual harassment, and sex discrimination for all members of the University community. Harassment can come in many forms - both direct and indirect - and can occur in subtle or overt ways. Traditionally, harassment is seen from a formal power-over structure. However, harassment can occur without a formal power structure. Contrapower, when a student harasses an instructor or peer, is a type of behavior that can create an intimidating environment in and outside of the classroom. Either form of harassment can include direct or indirect comments, physical intimidation, emails, anonymous notes, and course evaluations. **Both Contrapower and traditional forms of harassment are prohibited and subject to the same kinds of accountability applied to offenses against protected categories, such as race, national origin, religion, sexual orientation, etc.**

If you experience or witness such instances of harassment, please seek out the following resources:

- UNCG Counseling Center (non-reporting agency/confidential): 336.334.5874
- Murphie Chappell, Title IX Coordinator (reporting agent): 336.256.0362 or [mechappe@uncg.edu](mailto:mechappe@uncg.edu)
- University Police (reporting agent): 336.334.4444

For more information on UNCG's policies regarding harassment, visit [UNCG Sexual Harassment Policy](#)

## **HEALTH AND WELLNESS:**

Health and well-being impact learning, access, and academic success. Throughout your time in the university, you may experience a range of concerns that can cause barriers to your academic success. These might include illnesses, strained relationships, anxiety, high levels of stress, alcohol or drug dependency, crime victimization, feeling down, loss of motivation, or death of a loved one. Seeking support confidentially- Student Health Services (SHS), The Counseling Center, and the Campus Violence Response Center are here to help. Learn about the free, confidential mental health and advocacy services available on campus by calling SHS at 336-334-5874 or visiting us on the web: <https://shs.uncg.edu/> or calling the CVRC at 336-334-9839 or visiting us on the web at [cvrc.uncg.edu](http://cvrc.uncg.edu) or in person at the Anna M. Gove Student Health Center at 107 Gray Drive. For undergraduate or graduate students in recovery from alcohol and other drug addiction, The Spartan Recovery Program (SRP) offers recovery support services. You can learn more about recovery and recovery support services by visiting <https://shs.uncg.edu/srp> or reaching out to [recovery@uncg.edu](mailto:recovery@uncg.edu).

## **Title IX:**

UNCG is committed to fostering a safe, productive, learning environment. Title IX and our school's policy prohibit discrimination on the basis of sex. Sexual harassment, which includes gender-based harassment, domestic and dating violence, sexual assault, and stalking, is prohibited. We encourage anyone who has experienced sexual harassment to speak with someone and get the support and resources they need. I, because of my role with the University, am not required to share information with the University's Title IX Coordinator. Please be aware that if you share a situation related to interpersonal violence with an Official with Authority, they are required to share that information with the University's Title IX Coordinator. For a list of Officials with Authority, please visit: [titleix.uncg.edu/employee-reporting-obligations](http://titleix.uncg.edu/employee-reporting-obligations).

UNCG has confidential staff members trained to support students in navigating campus life, understanding reporting options, accessing health and counseling services, and more. Confidential support services include; Campus Violence Response Center (CVRC) located on the ground floor of Gove Student Health Center <http://cvrc.uncg.edu> or UNCG's Medical Clinic, Wellness Center, and Counseling Center located in the Gove Student Health Center <https://shs.uncg.edu/>.

If you wish to report sexual harassment or have questions about school policies and procedures regarding sexual harassment, please contact our school's Title IX Coordinator, Murphie Chappell at (336) 256-0362 or visit <http://titleix.uncg.edu>.

## **CLASSROOM CONDUCT:**

Students are expected to assist in maintaining a classroom environment that is conducive to learning, even in an online environment. In order to assure that all students have the opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from engaging in any form of distraction. Inappropriate behavior in the classroom shall result, minimally, in a request to leave class. Please review the [Disruptive Behavior in the Classroom Policy](#) for additional information.

**Student-athletes** must make prior arrangements in advance for any conflicts with their schedule and due dates for this course.

**RELIGIOUS HOLIDAYS:**

It is expected that instructors will make reasonable accommodations for students who have conflicts due to religious obligations. Please make arrangements with the instructor in advance of any conflict. For more information on UNCG's Religious Obligations policy, visit: [UNCG's Religious Obligations Policy](#).

**FINAL EXAMINATION:**

A final exam is required in order to complete this course. The final exam will be held on April 30, 2024.

**TOPICAL OUTLINE/CALENDAR:**

See the schedule that is attached

**POLICY ON LATE WORK & EXTRA CREDIT:**

Assignments are not accepted late except in the case of a medical or legal reason that is supported by official documentation.

**COMMUNICATION:**

Communication includes Announcements in Canvas, individual emails, and discussion board forums in Canvas.

You should be ready to RECEIVE the following types of messages:

1. Announcements: You will receive regular communication via the Announcements in the course Canvas site that are intended for all students regardless of your group. Check these each time you access the course in Canvas to be sure you are up to date with the latest information (these are time stamped so if you know when you logged in last, you can determine if anything is new).
2. Individual Email from the Instructor: Individual email messages will be sent to your UNCG email account. Please check your UNCG email daily to be sure you are getting your emails (if you are having any technical issues with UNCG email you must get assistance ASAP from TECH Support—contact information under the Faculty & Tech Support link in Canvas; the excuse that your UNCG email was not working is not acceptable).

Proper Email Format: Use this format when emailing about a course related question/concern (if not done properly, I may not open the message and/or respond to your email and your issue may not get resolved in a timely manner):

To: INSTRUCTOR's Email

From: Student Email (Please use your UNCG email address here)

Subject: RCO XXX-XX Student (Type Your name in place of Student)

Dear XX. Instructor's name:

I am Student A (use your full name, first and last) and I wanted to speak to you about an upcoming deadline (or whatever the issue/question/etc.). I will be at my sister's wedding February 12 and would like to request to submit my completed Lab 7 on Monday, February 15, rather than Friday, the 12<sup>th</sup>. I can answer any additional questions you might have about my trip and send you appropriate documentation. Please let me know if you would like to meet to discuss my request further.

Thank you.

Student A (Type your name)

Students should refer to the instructor as Dr. James in all communication.

**TECHNICAL SUPPORT:**

Students with technical issues with the course and email should contact 6-TECH for support either by email or phone or chat ([6TECH Help](#)). Please also make your instructor aware of the issue and if there will be any delays in resolving the issue.

**ELASTICITY STATEMENT:**

It is the intention of the instructor that this syllabus and course calendar will be followed as outlined; however, as the need arises, there may be adjustments to the syllabus and calendar. In such cases, the instructor will notify the students in class and via email with an updated syllabus and calendar within a reasonable timeframe to allow students to adjust as needed.

**ADVERSE WEATHER:**

In cases of inclement weather that impact this course and course schedule, details can be found:

- In your University email: UNCG sends out Adverse Weather updates.
- In the UNCG Mobile App: You can set it to provide you alerts.
- Via television announcements: UNCG makes weather announcements available on five local stations (WFMY-2, WGHP-V, WXII-TV, WXLV-TV, and Spectrum News).
- Visit [Spartanalert.uncg.edu](http://Spartanalert.uncg.edu) or the UNCG homepage: UNCG posts up-to-date information on the main University web site ([uncg.edu](http://uncg.edu)) and on the main Spartan Alert page ([spartanalert.uncg.edu](http://spartanalert.uncg.edu)).

**COVID-19 Statement: (This is a university statement and some information only applies to students attending in person classes.)**

The campus community must recognize and address continuing concerns about physical and emotional safety, especially as we will have many more students, faculty, and staff on campus than in the last academic year. As such, all students, faculty, and staff are required to uphold UNCG's culture of care by actively engaging in behaviors that limit the spread of COVID-19. Such actions include, but are not limited to, the following:

- [Following face-covering guidelines](#)
- Engaging in proper hand-washing hygiene when possible
- Self-monitoring for symptoms of COVID-19
- Staying home if you are ill
- Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.

Instructors will have seating charts for their classes. These are important for facilitating contact tracing should there be a confirmed case of COVID-19. Students must sit in their assigned seats at every class meeting and must not move furniture. Students should not eat or drink during class time.

A limited number of disposable masks will be available in classrooms for students who have forgotten theirs. Face coverings will also be available for purchase in the UNCG Campus Bookstore. Students who do not follow masking requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow the basic requirements to uphold standards of safety and care for the UNCG community. Once students have a face covering, they are permitted to re-enter a class already in progress. Repeated issues may result in conduct action. The course policies regarding attendance and academics remain in effect for partial or full absence from class due to lack of adherence with face covering and other requirements.

For instances where the Office of Accessibility Resources and Services (OARS) has granted accommodations regarding wearing face coverings, students should contact their instructors to develop appropriate alternatives to class participation and/or activities as needed. Instructors or the student may also contact [OARS](#) (336.334.5440) who, in consultation with Student Health Services, will review requests for accommodations.

**BUS/ENT 240**  
**Schedule Spring 2024**

This schedule is subject to change with notice. Please use this schedule as your primary source for the course due dates. Updates of the schedule will be sent to the student through email. Every student must sign a copy of the schedule to continue in the course. Please sign the document on the second page and submit it to the Canvas site for this course.

<b>Module</b>	<b>Dates</b>	<b>Readings/Activities/Tests &amp; Exams</b>
1	January 13, 2025 – January 26, 2025 <b>The Impact of Entrepreneurship on the Economy</b>	Module 1 Test 01/23/2025 at 11:59pm – 01/26/2025@11:59pm  Entrepreneurship and innovation policy and the economy. (2022). Retrieved January 9, 2023, from <a href="https://www.journals.uchicago.edu/journal/eipe">https://www.journals.uchicago.edu/journal/eipe</a> .  Dallago, B., & Tortia, E. (Eds.). (2018). Entrepreneurship and Local Economic Development: A Comparative Perspective on Entrepreneurs, Universities and Governments (1st ed.). Routledge. <a href="https://doi-org.libproxy.uncg.edu/10.4324/9781351256049">https://doi-org.libproxy.uncg.edu/10.4324/9781351256049</a> Chapter 1
2	January 27, 2025 – February 9, 2025 <b>The Entrepreneurial Mind</b>	Module 2 Test 02/06/2025 at 11:59pm – 02/09/2025 @11:59pm  Readings: Lidow, D. (2022). The entrepreneurs: the relentless quest for value. Columbia University Press. Retrieved January 9, 2023, from Pages 47 -75

3	<p>February 10, 2025 – February 23, 2025</p> <p><b>“What is the stuff of an entrepreneur?”</b></p>	<p>Module 3 Test 02/20/2025 at 11:59pm – 02/23/2025 @11:59pm</p> <p>Readings:</p> <p>HATCH, JIM, &amp; ZWEIG, JEFFREY. (Nov 2000) What is the stuff of an entrepreneur? (Research). In Ivey Business Journal, 65, p68. Chapters 3 &amp; 8 “Effectual Entrepreneurship” (Canvas)</p> <p>Sarasvathy, Saras. (n.d.). What Make Entrepreneurs Entrepreneurial? University of Virginia.</p>
4	<p>February 24, 2025 – March 9, 2024</p> <p><b>Creativity, Innovation, and Technology</b></p>	<p>Module 4 Test 03/06/2025 at 11:59pm – 03/9/2025 @ 11:59pm</p> <p>During this module, you will have a special activity to complete. Make sure that you follow the instructions as written. Failure to follow instructions will result in the loss of points.</p> <p>Readings</p> <p>Kennard, M. (2021). Innovation and Entrepreneurship (1st ed.). Routledge. <a href="https://doi-org.libproxy.uncg.edu/10.4324/9781003052258">https://doi-org.libproxy.uncg.edu/10.4324/9781003052258</a> Chapters one and two</p> <p>Griffiths, M. &amp; James, C. (2018). Mastering the Art: An Entrepreneurial Guide to a Profit-Driven Marketing Plan. Dubuque, Ia. Chapters 1-3</p>
5	<p>March 17, 2025 – March 30 2025</p> <p><b>Searching for Venture Ideas and Opportunity Recognition</b></p>	<p>Module 5 Test 03/27/2025 at 11:59pm – 03/30/2025@11:59pm</p> <p>Searching for Venture Ideas and Opportunity Recognition</p>

		<p>Chapter 1 in Enterprise in Action: A Guide To Entrepreneurship (UNCG Library) Read Chapter 2, "I don't have an idea."</p> <p>Read et al. 2011 Canvas Read Visions: Creating New Ventures – Blundel and Lockett, 2011)</p> <p>Griffiths, M. &amp; James, C. (2018). Mastering the Art: An Entrepreneurial Guide to a Profit-Driven Marketing Plan. Dubuque, Ia. Chapters 4-7</p>
6	<p>March 31, 2025 – April 13, 2025</p> <p><b>Screening Your Venture</b></p>	<p>Module 6 Test 04/10/2025 at 11:59pm –04/13/2025 @11:59pm</p> <p>Readings:</p> <p>Uncovering Opportunities: Understanding Entrepreneurial Opportunities and Industry Analysis - Baron and Shane, 2005</p> <p>Realistic Criteria for Judging New Ventures. Harvard Business Review: Nov/Dec 81, Vol. 59 Issue 6, p 60- 72,7P</p> <p>Griffiths, M. &amp; James, C. (2018). Mastering the Art: An Entrepreneurial Guide to a Profit-Driven Marketing Plan. Dubuque, Ia. Chapters 8-9.</p> <p>At the start of Module 6, you should have identified an idea for your concept for the semester. The idea you identify will be used to complete your final project, which is the Elevator Pitch. See instructions in the Canvas Course Management System.</p> <p>Assignments or Extra Credit for this class will not be accepted after April 30, 2025 except in the final exam.</p>
7	<p>April 14, 2025 – April 30, 2025</p> <p><b>Planning and Financing Your Venture!</b></p>	<p>Module 7 Test 04/14/2025 at 11:59pm – 04/30/2025 @11:59pm</p> <p>Planning and Financing Your Venture</p>

		<p>Readings:</p> <p>“Financing New Ventures”- Baron and Shane (2005)</p> <p>Hertenstein, Julie &amp; McKinnon, Sharon. (Jan/Feb1997). Solving the Puzzle of the Cash Flow Statement. Business Horizons. Business Horizons. PP 69-76.</p> <p>Feld, Bradley (March 24, 2004). The Entrepreneur’s Financial-Fitness Checklist. Business Week Read Fairbrothers – chapter 12</p> <p>Griffiths, M. &amp; James, C. (2018). Mastering the Art: An Entrepreneurial Guide to a Profit-Driven Marketing Plan. Dubuque, Ia. Chapter 10</p>
		<p><b>Final Project is Due on April 30, 2025 at 11:59 pm</b></p>

**Your final exam window is open from May 3, 2025 at 11:59pm – May 3, 2025 at 11:59 pm. Exams will not be available after the window closes.**