

ENTREPRENEURSHIP
ENTR 3310 (online)
Summer 2010

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COURSE DATES: June 1 – August 8, 2009 (Summer 12-week session)

OFFICE: Melcher Hall Room 250
OFFICE PHONE: 713-743-4752
OFFICE HOURS: *by appointment only*

COURSE PREREQUISITES :

Prerequisite: Junior standing or the equivalent hours. This may vary, so check with your advisor or with the Wolff Center for Entrepreneurship for details.

ENTREPRENEURSHIP CERTIFICATE

For students interested in earning an Entrepreneurship Certificate, here are the requirements:

1. You must have *completed* both ENTR 3310 and ENTR 3312.
2. You must have scored a C- or above for both courses.
3. The Certificate will automatically be mailed to you upon completion.

Direct questions about the Certificate to the Wolff Center for Entrepreneurship

COURSE DESCRIPTION

Entrepreneurism refers to the study, understanding, and practice of business as a process from the perspective of the chief executive officer (CEO).

Entrepreneurism means looking at the big picture and understanding the fundamental processes by which businesses make profits, and being able to gather and access resources in order to exploit a perceived business opportunity with the intent of creating wealth.

All instructional information including syllabus, class handouts, class discussions and assignments will be accomplished via WebCT. For more information concerning WebCT, see <http://www.uh.edu/webct/>.

COURSE OBJECTIVES

The purpose of this course is to give you a foundation in entrepreneurship. The course objectives are to give you an understanding of the business process, and how it relates to starting, growing and managing a new venture from the perspective of the entrepreneur, who is essentially the CEO of his or her company.

Each enterprise is different, but the basic business process does not change—only the way it is applied and the areas of emphasis. The importance, preparation and use of the *Business Plan* are covered in detail. The *Business Plan* is an essential ingredient of any start-up and remains important as a business grows. This course also covers skills and knowledge outside the operations area that is helpful to an *Entrepreneur*, such as; legal matters, negotiations, leadership, ethics and behavior requirements.

This course is a prerequisite for applying for acceptance to the Entrepreneurship Major at the college. Therefore, it covers in a survey manner the information that is taught in detail in the remaining five courses of the curricula for a Major in Entrepreneurship. The student should leave the course with an understanding of the essential elements of Entrepreneurial management.

REQUIRED MATERIALS:

Textbook: Duening, T. N, & Sherrill, W. W. (2007). *Entrepreneurism: Exploring entrepreneurship from a business process prospective*. Cincinnati: Atomic Dog Press (South-Western, Thomson Learning ISBN: 1-592-60250-9)

Online software simulation: Cadotte, E. R., *Venture Strategy*, Innovative Learning Solutions, Inc., 2003. (can be purchased from the UH bookstore, or directly online at <https://web.marketplace-simulation.com/home/purchase/purchase.php>).

Please wait to purchase the software until I notify you that it is ready to purchase. If you purchase prior to me creating the course, it will not work.

WEBCT ONLINE LEARNING

This course is an online course. As such, it makes extensive use of Blackboard Vista. All exams, communication, grades, assignments, power points and other important information are disseminated using Blackboard. If you are not familiar with Blackboard, you should make sure you become familiar with it. Ignorance of how to use, access, or navigate around Blackboard is not an excuse for missed assignments or work. The University has a number of ways that you can become familiar with Blackboard if you need assistance. Please check online at <http://www.uh.edu/webct/help/index.html> for details.

ONLINE SIMULATION:

Students will be assigned to "Innovation Teams" with 3-5 members per team. Each team will be assigned a private discussion area on the course Blackboard website (only visible to other team members and the instructor) to exchange messages, ask questions, etc. Teams will participate in a number of simulation rounds in order to develop and market a product. Details for all rounds will be made available and posted on Blackboard. The simulation counts for 20% of your grade, and your participation for the simulation counts an *additional* 10% of your grade. The grading rubric for the simulation will be posted on Blackboard. It is in your best interest to participate enthusiastically in this simulation. All participation can be seen and reviewed by the instructor online, so no shirking is possible. Everyone is **REQUIRED** to purchase this simulation. If everyone on a team participates equally, then all will receive the same grade. If some members don't participate equally (as determined by your peers on the team), then you may be penalized, and your (separate) participation score will also be lower. Any questions about this simulation or its requirements, please let me know.

COURSE ORIENTATION AND ON-CAMPUS MEETING

There will be an orientation meeting held on **Saturday, May 29 from 11am to 12:30 in a room to be announced**. You are strongly encouraged to attend this meeting, however it is purely voluntary.

DISCUSSION BOARDS:

There will be a number of discussion threads created on Blackboard for discussions of reading topics, questions, and other concepts. These questions will likely be once a week, but the schedule could change. As an online student you will be expected to participate in these discussions. During the discussion participation, each student will post at least one question or comment, and reply to at least one question or comment from another student. These postings are considered in your participation grade. In addition, there will be other discussion boards. Each student is expected to read as many postings as possible. Details of the postings will be made throughout the class on Blackboard. ***Remember: discussion postings are a component of your participation grade.***

NOTE ON STUDY QUESTIONS (DISCUSSION POSTS)

You will be notified when study questions have been posted. Typically there will be at least two study questions each week, but there could be more. Questions will usually be posted by Tuesday of each week. Each student will have to make at least two posts. By Thursday of the study week you must post an answer to **ONE** study question. Then, by Sunday evening of the study week, you must post **ONE** reply to another student's post on the **OTHER** study question that you did not originally answer. You may make as many posts as you want, in response to either question. But you must post at least one answer and one response during the study question discussion period.

QUALITY OF POSTS TO THE DISCUSSION BOARDS

For the purposes of the study questions posts only, you will need to make at least two quality posts. "Quality posts" are ones defined as meaningful, thoughtful, or insightful. That can be a big range, but most definitely does not include "I agree with the other post." You can agree with a previous post, but you must add something constructive or meaningful to get credit for it.

OTHER SUGGESTIONS FOR THE CLASS:

Class participation is encouraged. You may be asked to engage in online discussions with classmates. Use this opportunity to get to know each other and to propel you into sharing what you know with the class.

Check Blackboard every day. Information needed for exams during class and most of what is discussed will be on the exams.

Ask questions regularly. There will be other students wondering the same thing and you will help keep the class focused. There will be a section in the discussion boards for general questions, and this is where to ask them.

QUIZZES

Three (3) quizzes will be administered throughout the semester. You will take them on Blackboard. ***MAKE SURE YOU READ AND FOLLOW THE QUIZ DIRECTIONS.*** Do not just click "yes" and go onto the quiz. The dates and times for quizzes will be made available in advance. You will have sufficient time during the day or (more likely) evening to take this quiz.

LATE WORK

Simulations are run on certain days. If you miss a simulation round, you will be penalized accordingly, and not score points for that round. Exams are administered on the dates and times indicated. So, there can be no late work.

MAKE-UPS

If you have a valid excuse for missing an exam, a make-up will be provided for you. Valid excuses must be approved by the instructor PRIOR to the quiz.

PEER EVALUATIONS:

You will be asked to evaluate your teammates at the end of the final simulation round. Instructions will be provided. Evaluations will be conducted on Blackboard. Detailed instructions will follow. Failure to follow the instructions or submit the evaluation on time will result in a zero score for participation for YOU, so follow directions.

UNPROFESSIONAL COMMUNICATION

Be civil to your fellow students and the instructor. There is absolutely no justification for vulgar, rude, impertinent, and demeaning communication directed towards team members, instructor, or administrative staff. Keep your communications professional and businesslike. *Some acts are defined by the*

university to be unacceptable. See Student Disciplinary Policies and Procedures: <http://www.uh.edu/dos/policies.html>

UNPROFESSIONAL CONDUCT

Act responsibly. There is no justification for threatening team members, instructor, or administrative staff or exhibiting disruptive behavior. Such conduct may have legal implications. Physical violence and threats of physical violence should be reported to the University Police. If you have disagreements with team members please exercise good judgment and keep your discussions professional and businesslike.

Some acts are defined by the university to be unacceptable. See Student Disciplinary Policies and Procedures: <http://www.uh.edu/dos/policies.html>

ACADEMIC HONESTY

The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook, <http://www.uh.edu/dos/hdbk/acad/achonpol.html>. *Students are expected to be familiar with this policy.*

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner. However, since this is an online class, it is assumed that you are able to participate via computer.

OTHER INFORMATION:

This syllabus and accompanying class schedule are tentative and subject to change. Changes and/or additions will be announced on the Blackboard website. The instructor reserves the right to modify the course requirements, assignments, quizzes, exams, grading procedures, and other related policies as circumstances so dictate. ***The study week will start on a Monday and conclude on Sunday.***

You are expected to insure you have met all the requirements for this course. Check with me if you have any questions in this regard.

Students are expected to adhere at all times to all applicable University, College, and departmental policies and regulations. Academic dishonesty will not be tolerated.

GRADING: Final grades will be determined as follows:

Component	Percentage	Points	Additional Information
Quizzes	60%	360	Three(3) with 30 questions at 4 points each
Team Simulation	20%	120	More information provided later
Peer Evaluation	10%	60	Evaluation : <ul style="list-style-type: none"> - Professionalism - Participation - Teamwork - Leadership
Instructor Evaluation	10%	60	Discussion board participation and other required assignments
TOTAL	100%	600	

Note: the number of quizzes and questions could vary, but will always total 60% of the total grade.

Total Points Earned	Grade	Total Points Earned	Grade
564-600	A	438-461	C
540-563	A-minus	420-437	C-minus
522-539	B-plus	402-419	D-plus
498-521	B	378-401	D
480-497	B-minus	360-377	D-minus
462-479	C-plus	<360	F

Grades are based on the total number of integer points, rounded up or down accordingly.

Assignments will be posted on Blackboard. Please check that regularly.

The study week will start on a Monday and conclude on Sunday.

Class Schedule

Week 1 (June 1 – 6)

On Campus Orientation meeting-May 29th, 11am to 12:30pm in a room to be announced.

Chapter 1: Introduction to *Entrepreneurism*

Chapter 2: Entrepreneurial Behavior and Attitude

Week 2 (June 7 – 13)

Chapter 3: Price and Pricing Strategies

Chapter 4: Volume and Volume Strategy

Week 3 (June 14 – 20)

Chapter 5: Revenue Strategy

Start forming teams this week

->June 21 QUIZ 1 ON CHAPTERS 1- 5 (Modules 1,2)

Week 4 (June 21 – 27)

Chapter 6: Entrepreneurial Accounting and Cash Management

Chapter 7: Preparing and Understanding Financial Statements

Simulation purchase and registration completed this week

Week 5 (June 28 – July 4)

Chapter 8: Business Legal Forms

Simulation first round (can be done on July 5)

Week 6 (July 5 – 11)

Chapter 9: Capital, Valuation, and Exit Strategies

Simulation second round

->July 13 QUIZ 2 ON CHAPTERS 6-9 (Modules 3,4)

Week 7 (July 12- 18)

Chapter 10: Writing the Business Plan

Chapter 11: Putting the Business Plan to Use

Simulation third round

Week 8 (July 19 – 25)

Chapter 12: Negotiating and Networking

Chapter 13: Entrepreneurial Leadership

Simulation fourth round

Week 9 (July 26- Aug 1)

Chapter 14: Controlling Operations for Performance and Quality

Chapter 15: Legal issues for entrepreneurs

Simulation fifth round

->Aug 2 QUIZ 3 ON CHAPTERS 10-15 (Modules 5,6)

Week 10 (Aug 2 – 8)

Simulation final round complete by Aug 8