

COURSE SYLLABUS
BUS ADM 292 - LEC 001
Introduction to Entrepreneurship & Small Business Formation
FALL SEMESTER 2010

Instructor: Barjinder Singh

Lectures: Thu 5.30pm – 8.10pm

Lecture Room: LAP 260

Office: LUB S386

Telephone: (414) 229-2535

G-Drive: Singh_B

Office Hours: Thu 4.30pm – 5.30pm & by appointment

Email: singh9@uwm.edu

Mailbox: Lubar Hall, 4th floor, around corner to the left from the elevator

Required Text: *Entrepreneurship – Successfully Launching New Ventures* by Bruce R. Barringer & R. Dunane Ireland, 3rd edition (Pearson Publication).

Prerequisite: Sophomore standing.

Course Description: This course introduces the concept of entrepreneurship and new business formation to undergraduate students. The aim of this course is to provide basic information regarding what is entrepreneurship, what does it take to be a successful entrepreneur, how to set-up and manage new business ventures. Students will examine various topics like, recognizing opportunities, feasibility analysis, business plan writing, ethical and legal considerations of entrepreneurial ventures, developing an effective business model, arranging for funding etc.

Learning Objectives: Upon completion of this course, students should be able to:

- Understand the meaning of entrepreneurship, and the need for becoming an entrepreneur.
- Understand important issues in starting and managing an entrepreneurial venture.
- Demonstrate an understanding of the role of ethics and legal responsibilities in new business formation.
- Over all, this course will enhance student understanding about some of the important steps that an aspiring entrepreneur needs to take while starting a new business.

Expectations:

- Except in unusual situations, students may expect classes to start on time. As a result, students are expected to make every effort to arrive at the start of class and to remain until the class is in session, unless prior arrangements have been made with the professor.
- As a courtesy to everyone attending class please remember to silence all electronic communication devices before class starts.
- To enhance learning, assigned readings if any, should be completed before class.
- Students are expected to maintain confidentiality of all classroom discussions pertaining to specific organizations and personal stories, and to offer opinions/comments in a respectful manner.
- There are no attendances points *per se*. But there will be pop quizzes from time to time for which points will be awarded.

If you need special accommodations in order to meet any of the requirements of the course, please see professor as soon as possible!!

Grading:

Remember that a letter grade of A is given to students who do exceptional work both in terms of the quality and communication of ideas/information as well as the level of scholarship demonstrated. Simply completing assignments or meeting minimal requirements does not constitute “A” work. The quality of your work determines your grade. There is no curve for this course.

Final Letter Grades will be determined by the following grading-scale table. The instructor reserves the right to adjust the scale depending on overall class performance.

Grading Scale:

A 92.5-100%	B 82.5-86.49%	C 72.5-76.49%	D 62.5-66.49%
A- 89.5-92.49%	B- 79.5-82.49%	C- 69.5-72.49%	D- 60-62.49%
B+ 86.5-89.49%	C+ 76.5-79.49%	D+ 66.5-69.49%	F < 60%

Point Allocation:

In Class Exercises	50 points (5 @ 10 points each)
Assignment 1	50 points
Assignment 2	50 points
Assignment 3	50 points
Exam 1	100 points
Exam 2	100 points
<u>Exam 3</u>	<u>100 points</u>
TOTAL	500 points

In class exercises will be given out at almost all the class sessions during the semester, but only 5 will be graded (I may choose any 5). Each in class activity is worth 10 points and mostly, will be based on discussion of chapter case studies and/or occasional quizzes.

Exams 1 and 2: Exams will be conducted on their appointed dates. The exams will be multiple choice and scantron based. No grading curve will be used. Make up exams are permitted only for excused absences (see below).

Final Exam: The final exam (or exam 3) is non-cumulative, scantron based and given at the regular class session of 5.30pm on Thursday, December 16th, 2010. Make up final for excused absences only (see below).

Note: University policy prohibits early final exams.

Assignment 1: Review Questions (To be submitted with Exam 1)

- Chapter 1, Question 1 (page 27)
- Chapter 2, Question 6 (page 64)
- Chapter 3, Question 9 (page 97)
- Chapter 4, Question 1 (page 134)
- Chapter 5, Question 7 (page 167)

Assignment 2: Review Questions (To be submitted with Exam 2)

- Chapter 6, Question 12 (page 198)
- Chapter 7, Question 8 (page 236)
- Chapter 8, Question 5 (page 275)
- Chapter 9, Question 5 (page 303)
- Chapter 10, Question 7 (page 338)

Assignment 3: Review Questions (To be submitted with Final Exam)

- Chapter 11, Question 1 (page 376)
- Chapter 12, Question 8 (page 414)
- Chapter 13, Question 8 (page 444)
- Chapter 14, Question 18 (page 477)
- Chapter 15, Question 7 (page 517)

Note: Maximum length for assignments is 5 pages (which means one page for each question), type written, double spaced with Times New Roman font size 12.

University excused absences are:

- Participation in an authorized university activity with notice in advance.
- Confinement due to illness, under a doctor's care, and documented by a doctor.
- Death in the immediate family.
- Participation in legal proceedings requiring your presence with notice in advance.
- A religious observance with notice in advance.

Course Schedule (any changes will be posted to D2L):

DATE	TOPIC	READING
09/02	Introductions Introduction to Entrepreneurship	-- Chapter 1
09/09	Recognizing Opportunities and Generating Ideas	Chapter 2
09/16	Feasibility Analysis Writing a Business Plan	Chapter 3 Chapter 4
09/23	Industry and Competitor Analysis Wrap-up & Review	Chapter 5
09/30	EXAM 1 (Chapters 1 to 5) Assignment 1 due	--
10/07	Developing an Effective Business Model	Chapter 6
10/14	Preparing the Proper Ethical and Legal Foundation	Chapter 7
10/21	Assessing a New Venture's Financial Strength and Viability Building a New Venture Team	Chapter 8 Chapter 9
10/28	Getting Financing or Funding Wrap-up and Review	Chapter 10
11/04	EXAM 2 (Chapters 6 – 10) Assignment 2 Due	--
11/11	Unique Marketing Issues	Chapter 11
11/18	The Importance of Intellectual Property Preparing For and Evaluating the Challenges of Growth	Chapter 12 Chapter 13
11/25	<i>Thanksgiving Break</i>	<i>No Class</i>
12/02	Strategies for Firm Growth	Chapter 14
12/09	Franchising Wrap-up & Review	Chapter 15
12/16	Final EXAM (Chapters 11-15) Assignment 3 Due	--

University of Wisconsin-Milwaukee Sheldon B. Lubar School of Business

Statement of Academic Misconduct

Chapter UWS 14, entitled “Student Academic Disciplinary Procedures,” of the Wisconsin Administrative Code contains rules enacted by the University of Wisconsin Board of Regents that apply to all University of Wisconsin–Milwaukee students. Section 14.01 states, “The Board of Regents administrators, faculty, academic staff and students of the University of Wisconsin System believe that academic honesty and integrity are fundamental to the mission of higher education and of the University of Wisconsin System. The University has a responsibility to promote academic honesty and integrity and to develop procedures to deal effectively with instances of academic dishonesty. ... Students who violate these standards must be confronted and must accept the consequences of their actions.”

Statement of Sexual Harassment

Sexual harassment is reprehensible and will not be tolerated by the University. It subverts the mission of the University and threatens the careers, educational experience, and well being of students, faculty, and staff. The University will not tolerate behavior between or among members of the University community which creates an unacceptable working environment.

Discriminatory Conduct

The University of Wisconsin-Milwaukee remains steadfastly committed to the principles of academic freedom. This commitment requires an equally strong obligation to foster respect for the dignity and worth of each individual. Without this respect, the principles of academic freedom become meaningless. Moreover, relationships such as student-faculty and employee-supervisor have inherent power differences that compromise some persons’ ability to protect their own rights. Therefore, this University must provide an environment that respects the value of each individual and which does not tolerate discriminatory conduct of any kind.

University Policies Regarding Change of Registration/Adding and Dropping or Withdrawal from Classes

After initial registration, students have the opportunity to modify their class schedule by adding, dropping or withdrawing from classes during specific periods prior to the start of the semester. Such changes can be made without financial penalty until shortly before the start of the term (or before the start of a particular summer session). However, significant financial penalties can apply for changes made beyond the appropriate deadline, and some departments have unique deadlines and approval requirements governing how and when students may add and drop particular courses. Some academic programs also require their students to obtain specific approval for adding or dropping courses. Consult the most recent *Schedule of Classes* for dates, deadlines and procedures or contact the Business School Undergraduate Student Services office.

University Policies Regarding Repeating Courses

Unless a restriction is stated in the *Schedule of Classes*, undergraduates may repeat any course **only once**. Under exceptional circumstances, one more repeat may be allowed following approval of a written appeal to the advising office of the student's school or college. Except in the case of courses with variable content (which may be repeated for credit as often as permitted for that particular course, as specified in UWM Bulletins), both grades earned for repeated courses will appear on the student's academic record, but only the higher grade will be calculated into the grade point average. Students illegally repeating courses will be dropped, and "WR" will be assigned to the course on the student's academic record.

Students who took a course as a repeat prior to Fall 1988 are entitled to one additional enrollment. Transfer students who did not previously take a course at UWM are entitled to one repeat at UWM of a course taken at a previous institution.

In courses of limited enrollment, qualified students who have not taken the course previously have priority. It is generally advisable for any student to consult an advisor before registering to repeat a course.

University Policy Regarding Incompletes

An Incomplete may be given to a student who has carried a subject successfully until near the end of the semester but, because of illness or other unusual and substantiated cause beyond that student's control, has been unable to take or complete the final examination or to complete some limited amount of term work. An Incomplete is not given unless the student proves to the instructor that s/he was prevented from completing course requirements for just cause as indicated above.

A course marked Incomplete must be completed during the next succeeding semester, excluding summer sessions and UWinteriM. If the student does not remove the Incomplete during this period, the report of "I" will lapse to "F".

University Change of Grade Policy and Procedures

The following is from UWM Faculty Document No. 1927, May 12, 1994, entitled "Policies on Grading and Grade Records". Grade or Record Changes. Instructors may not change a semester grade after the grade sheet has been submitted to the Registrar except for an inadvertent error in determining or recording the grade. Any change in a student's grade or record, including retroactive change to drop, withdrawal, or incomplete, must receive the approval of the Dean of the School or College in which the student was enrolled at the time the course was taken.

Special Accommodations

If special accommodations are needed in order to meet any of the requirements of the course, please contact the professor as soon as possible. Students will be allowed to complete examinations or other requirements that are missed because of a religious observance.