



MGT 394: Introduction to Entrepreneurship
Spring 2011, Class # 16611 (hybrid)
BA 358
Sidnee Peck
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Syllabus

Instructor

Sidnee Peck, MBA Program Manager & Instructor, Entrepreneurship Initiatives, W. P. Carey School of Business

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Teaching Assistant

Tracy Gibson, M.Ed. Coordinator, Entrepreneurship Initiatives, W.P. Carey School of Business

Office Hours: by appointment

Office: online

Course Description

Introduction to entrepreneurship concepts and lead-in course to the Department of Management's entrepreneurship concentration and capstones in other majors. Designed to help you understand how a business is created from the identification of an opportunity and an idea to monetization and market access. During this course you will participate as an active member of a new business to have a real-life, hands-on experience in creating and running a new venture. The course may help you decide if you have an interest in starting or being part of an entrepreneurially driven business at some point in the future. To that extent, there are follow-on courses in Entrepreneurship (MGT 440) and Business Plan Development (MGT 445) as well as many courses in other ASU colleges that build on the fundamentals in this course.

Required Texts (*subject to change*)

- [*The Art of the Start*](#) by Guy Kawasaki
- [*Creating Breakthrough Products*](#) by Jonathan Cagan and Craig M. Vogel
- Readings to be purchased online from [Harvard Business School Press](#)
- Additional readings posted to Blackboard

Course Themes

- Success in business or civic engagement is a function of leadership. Great ideas that change how people behave cannot exist solely in the mind of the originator. Ideas have consequences only if they are tested

in the crucible of organizations, the market and public opinion. To that extent, we will test and grow a business idea derived from the members of this class by creating and running a start-up.

- There is not a single avenue to leadership or entrepreneurship. Entrepreneurs and leaders have diverse backgrounds, different skills, and dissimilar motives for and understandings of what they achieved and how it was accomplished. Accordingly, the discussion in this course will commonly span several functional areas, and may require the synthesis of information from economics, organizational behavior, finance, and human resource management.
- Your development as an entrepreneur or leader can be accelerated by exposure to successful leaders. The objective of this course is to have you begin asking, at an early point in your career, how you can achieve success in whatever field you might choose.
- Finally, this class is a new venture in and of itself and is subject to continuous improvement in real time, just like any business enterprise. Accordingly, things may not always work as expected; students are encouraged to provide constructive feedback when things don't go just right. I will attempt to minimize problems, but small glitches are a reasonable price to pay for innovation.

Course Learning Objectives

- Identify market opportunities and new venture ideas (products/services) to capitalize on such opportunities.
- Understand how to take a business from the idea stage to revenue through principles of feasibility, business models and monetization, market research, financial forecasting and fund raising.
- Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market
- Launch a venture

Expectations

Students must be punctual and come to class prepared to participate and discuss the readings and state of the business. Because we only meet in person once per week, it is important that you attend and participate fully in each session. It is also important to attend team meetings as the majority of this class will rely on work performed outside of the lecture. Before coming to class, please turn your cell phone off or put it on silent. You are expected to keep up with all assigned reading and participate in the online components of the course. It is appropriate to discuss the readings with others before coming to class, but all individual written work must be performed and completed independently. One absence may be excused without penalty. **The second and subsequent absences will result in a deduction of two points from the final grade earned for the term. The third absence will result in your being asked to meet with the instructor to determine if it possible for you to successfully complete the course.** Experience has shown that repeated absences, regardless of reason, directly influence student success in the course.

Academic Dishonesty

All work submitted for this course must be original work and must not have been previously submitted for any other course. Any assignments submitted may be screened through plagiarism detection software. Please ask if you have any questions about your assignments. The University policy for academic dishonesty is found in the Student Code of Conduct at the following website: <http://asu.edu/aad/manuals/usi/usi104-01.html> and more specifically at http://www.abor.asu.edu/1_the_regents/policymanual/chap5/5Section_C.pdf Plagiarism, cheating, and other instances of academic dishonesty may result in disciplinary action.

Grading and Assignments (subject to minor changes)

30%	Team Venture Assignments Goal Setting and Accountability Team Pitches Online Discussion Board Team Participation and Peer Evaluation
20%	Quizzes (individual)
25%	Individual Project
20%	Class Participation (individual)

Grading Scale

The instructor reserves the right to modify grades on team assignments based on peer evaluation feedback.

Grade	Points out of 1000
A	$950 \leq x$
A-	$900 \leq x < 950$
B+	$870 \leq x < 900$
B	$840 \leq x < 870$
B-	$800 \leq x < 840$
C+	$770 \leq x < 800$
C	$700 \leq x < 770$
D	$600 \leq x < 700$
E	$x < 600$

Accommodations

If you need accommodations due to a disability or if you need to communicate medical information in the event of an emergency, please make an appointment with Sidnee within the first two weeks of class.

If you have questions about anything written in this syllabus, concerns about this course, or other information you want our team to know, please make an appointment to see Sidnee during the first two weeks of class.

Course Schedule (subject to change)

The following dates are important to note and are highly recommended as dates to not miss class. All other events or important dates will be communicated in class and on blackboard. Class attendance in general is vital to success in this course; it is very hands on and will be a very cool experience for those of you who put effort into it.

First Pitches – Wednesday, February 2, 2011

Guest Speaker - Wednesday, March 2, 2011

Funding Pitches – Friday, March 25, 2011

Final Presentations – Week of April 25, 2011