My Life Venture
Course Syllabus Spring 2011
WPC 294 | SLN (required lecture) 20400
SLN (labs, choose one) 26758, 26760

W. P. CAREY
SCHOOL of BUSINESS

ARIZONA STATE UNIVERSITY

Description: My Life Venture will engage students in aspects of self-discovery and entrepreneurship. Students will learn about themselves, their decisions, and their goals, and see how entrepreneurship could play a role in their lives. Students will be introduced to concepts in entrepreneurship and personal finance in the context of social, business, political, and artistic realms. Students will be introduced to entrepreneurship opportunities available at ASU over the course of their academic careers and will be exposed to local entrepreneurs and their success factors. Students will simulate the entrepreneurial idea creation and development process.

Teaching Team & Office Hours/Location:

Instructors:
Sidnee Peck, MBA; Program Director and Instructor, Entrepreneurship Initiatives
Phone: 480-965-1184
Email: skpeck@asu.edu
Office: BA 352L
Office Hours: Mondays 1:00 – 2:00 and by appointment

Alex Tracy, Management Intern and Breakout Instructor, Entrepreneurship Initiatives
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Office: BA 352L
Office Hours: Wednesdays 12:00-1:00 and by appointment and/or cell phone

Meeting Time: (1) Lecture: Wednesday 4:40 – 5:30 p.m. (50 minutes) Discvry 350
(2) Lab Sessions: 50 minutes per week at designated lab times – location: see BB
(3) Online: one hour per week, at your convenience
(3) Event/Guest Speaker Attendance
(4) Group Work: At your team's discretion, some time will be given in class to complete group work.
This course is a 3 credit hour hybrid course – you are expected to meet in-person and participate in the online component of the course through Blackboard.

Required Text/tools: **Readings and online content** – *posted on Blackboard*
Each student is required to purchase a spiral or other notebook that they will bring to every class
As your **final project**, students are required to have their My Life Venture Magazine printed and bound professionally. This expense is in place of a textbook expense because all required readings are at no charge.

Expectations: Students must be punctual and come to class prepared to participate and interact in a team environment. Journal Entries and other activities may occur at the beginning of some classes; failure to arrive on time will give you a zero for these activities. We only meet in person twice per week; therefore it is important to complete all of the online and out of class requirements. Before coming to class, please turn your cell phone off. It is appropriate to discuss the readings with others before coming to class, but all individual work (excluding team assignments) must be performed and completed independently.

Attendance: You are permitted to miss one class period without penalty. The second and subsequent unexcused absences will result in a deduction of five percentage 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 is possible for you to successfully complete the course.

Grading Scale: A (100-94), A- (93-90), B+ (89-87), B (86-84), B- (83-80), C+ (79-77), C (76-70), D (69-60), F (< 60)

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: Your course grade will be based on the cumulative course point total from the list below. If you are absent on the day when an assignment is due, you are still responsible for turning in that assignment on time in order to receive the maximum point total. Be responsible for knowing the number of points earned for each assignment and the respective due dates. *Late assignments will not be accepted without a sufficient, documented reason.*

Assignments: 10%   **Event Attendance and Speaker Reviews (5)** – Students are required to hear a minimum of 5 speakers on or off campus relating to goal-setting, motivation, business, or entrepreneurship. Two or more speaker events will be during class time. Students will then complete a Speaker Review Sheet for each speaker event they attend within **ONE** week. Options to fulfill this requirement will be presented at the beginning of the semester.

30%   **Team Venture Project –**

4% Introduction & One Minute Video
2% Product/Service Feasibility
2% Industry/Market Feasibility
2% Organizational Feasibility
2% Financial Feasibility
8% Final Team Venture Project
10% Team Venture Pitch

15%   **Course Journal & Class Participation**– Students are required to keep a course journal and actively participate with class speakers by coming to class with questions prepared. Each week, one or more journal prompts will be given in class or a class speaker will be present. Journals and prepared questions will be collected and reviewed each week by course instructors. Therefore, additional constructive comments readings, assignments, and any other thoughts inspired by the course content are encouraged. Journals should be in hardcover form (Spiral Notebook or three ring binder is recommended). If you are not in class, you lose the points for that week's journal assignment or speaker participation.

10%   **Content Quizzes**

35%   **Individual Assignment "My Life Venture Magazine" -** A portion of your grade will be determined based on completing the individual assignments that make up the magazine, however the majority of the grade will be based on the final product.

Further information on Assignments, Please Read:

With the exception of the journal, all assignments should be written in a professional tone, using proper grammar, punctuation, and spelling. Please follow APA guidelines for format, including 12 point font, Times New Roman, double-spaced, with 1" margins. All assignments must be submitted in either .doc, .docx, or .pdf formats electronically through the assignment submission link on Blackboard. If you are using a Mac, please save all assignments in .pdf format before submitting to avoid issues. Guidelines will be reviewed during 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 us to know, please e-mail Sidnee Peck (skpeck@asu.edu).

Date	Assignments Due	Lecture Topic
Week 1	Come to class - bring notebook and pen/pencil	Intro to My Life Venture
Week 2	Results of personality test	Personalities and Career/Life Planning
Week 3	Personal SWOT analysis and goal setting assignment	Motivation
Week 4	In-class speaker write-up, research feedback	Failure and Success: Achieving Goals
Week 5	My Life Venture Magazine Cover & Back	Leadership
Week 6	Feedback Results and Gameplan	Thinking like an Entrepreneur; Opportunity Recognition
Week 7	Identify Possible Mentors	Gaining Relevant Experience
Week 8	Personal Pitch	PITCH: Yourself and Your Business
Week 9	Mint.com write up & goal setting	Personal Finance
Week 10	Group Charter	Social Entrepreneurship, Intrapreneurship, & Franchising
Week 11	Bug List	Value Creation & Innovation and Idea Creation
Week 12	Speaker write-up	Intro to Feasibility Analysis
Week 13	Product/Service Feasibility and Industry/Market Feasibility	Market Research
Week 14	Organizational Feasibility & Financial Feasibility	High-level Financial & Organizational Capabilities
Week 15	Pitches	Pitches
Week 16	Reassess Goals and Progress	Review