

**Course Code & No. - Section:** ENTP 200 - Section 1  
**Course Title (Credits):** Foundations of Entrepreneurship  
**Term & Year:** Fall / 2015  
**Course Ref. No. (CRN):** 80075

**Instructor:** Professor Richard Gire (pronounced “Jeery”), J.D., M.B.A.  
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**Office:** TCES – 2<sup>nd</sup> Floor  
**Office Hours:** TTh 12:00-1:00pm by appointment

**Class Meeting Time:** MW 2:30-3:45pm  
**Location:** TCES 215

**Prerequisites (from Catalog):** None  
**Corequisites (from Catalog):**

### Course Description

This course teaches the processes used to develop an idea – whether of a for-profit or not-for-profit product or service – from initial conception to organizational launch and subsequent sustainability. Specific process elements include the creation of a simple (2-page) business plan and market strategy, testing for financial viability, and preparing to “open for business” and operate thereafter. The course provides a broad exposure to the application of a wide spectrum of concepts and tools useful in one’s personal, as well as professional life: formulating and communicating key messages, orally and in writing; value creation; budgeting resources; developing and executing a plan of action; collaborating with others.

### Student Outcomes

Upon successful completion of this course, a student will be able to:

1. Engage in **entrepreneurial thinking** and understand the entrepreneurial (“E”) mind-set, the traits and characteristics that define (and don’t define) an entrepreneur.
  2. Integrate interdisciplinary knowledge and **professional preparedness** skills necessary to start and build a **sustainable** new business, from idea conception to organizational launch.
  3. Demonstrate competency in team collaboration skills.
  4. Draft a mini-business plan, effectively utilizing entrepreneurial keywords and phrases, as a foundation for the development of a new opportunity.
  5. More effectively deliver oral presentations.
  6. Conduct primary and secondary research as applicable to market segmentation and customer validation.
  7. Calculate start-up costs and initial capital requirements; prepare break-even analyses.
  8. Identify the stages of a company’s life cycle and the attendant challenges in managing growth.
  9. Evaluate sources of capital for new ventures.
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**Methods of Assessing Student Performance**

Student performance will be assessed using the following:

1. Attendance and participation in class discussion and team activities;
2. Usage and application of the Business Model Canvas;
3. Individual presentations;
4. Completed written Mini-Business Plan;
5. In-class, closed book Mid-Term Exam; and
6. Final Team Presentation.

**Instructional Strategies**

This course will emphasize the application of entrepreneurial thinking to a hands-on project originated by the students. Successful completion of the course relies heavily on the completion and analysis of outside interviews. Therefore, it is expected that all students will have completed any required interview work prior to class session(s) to which it pertains. Assigned reading will include text and case study material provided by your instructor.

**Required Text**

*Business Model Generation*, Osterwalder/Pigneur, 1<sup>st</sup> edition, John Wiley & Sons, ©2010, ISBN 978-0470-87641-1.

**Attendance**

Attendance will be taken at the outset of each class session. Full attendance is expected in that class preparation/participation is a significant component of a student's grade. Only two (2) absences are allowed for normal illness, transportation issues, etc. Hence, doctors' notes or other similar documentation are neither required nor accepted. The 3<sup>rd</sup> and 4<sup>th</sup> absences will each result in a full grade point deduction from a student's preparation/participation grade. Any student missing five (5) class sessions without severe extenuating circumstances such as hospitalization, death in the immediate family, etc. will earn an "F" or an "Incomplete" in the class. Habitual tardiness will not be tolerated and may also result in full grade point deductions from a student's preparation/participation grade.

**Computing Devices/Cell Phones**

Unless cleared in advance for note-taking use by your professor, laptop computers, tablets, cell phones, or other digital computing devices may not be used during class sessions. Breaches in this policy may result in expulsion from a class session.

**Sanctions for Cheating and/or Plagiarism****The Honor Code**

The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the College and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which, when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure high standards are upheld by their colleagues and peers as well as themselves. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

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## Consequences of Violating the Student Honor Code

SNC students and faculty share the responsibility for maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC Catalog. Faculty are responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGIARISM and FABRICATION and for refraining from these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record.

1<sup>st</sup> Offense: Student receives a zero for assignment/exam and counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

2<sup>nd</sup> Offense: Student fails course and receives counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

3<sup>rd</sup> Offense: Student is expelled.

## Grading Policy

Grades will be based on the following breakdown:

- 1) Class Attendance/Class Participation – 35%
- 2) Individual Notable Entrepreneur Presentation – 10%
- 3) Written Mini-Business Plan – 20%
- 4) Mid-Term Exam – 15%
- 5) Final Team Presentation – 20%

## ADA Accommodations

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, [hconover@sierranevada.edu](mailto:hconover@sierranevada.edu) or go to the OASIS offices on the third floor of Prim Library within the first week of the semester.

## The SNC Email System

The SNC email system is the official communication vehicle among students, faculty members and administrative staff and is designed to protect the confidentiality of student information as required by the Family Educational Rights and Privacy Act of 1974 Act (FERPA). All students must have an SNC email account and students should check these accounts daily during the school year.

Students have a right to forward their SNC e-mail to another e-mail account (for example, @hotmail or @gmail). However, confidentiality of student information protected by FERPA cannot be guaranteed for SNC e-mail forwarded to an outside vendor. Having email redirected does not absolve a student from the responsibilities associated with official communication sent to his or her SNC email account.

**Class Schedule** (subject to change for variations in class progress)

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| Aug. 17<br>Aug. 19   | Class Introduction/Housekeeping/Vision of the Future Exercise<br>Entrepreneurial Thinking/Discipline/Motivation<br>Oral Presentation Skills<br>Notable Entrepreneur Presentation Assignment/Sign-ups |
| Aug. 24<br>Aug. 26   | Creativity/Innovation/Disruptors (CNBC)<br>Ideas vs. Opportunities – Team Formation  |
| Aug. 31<br>Sep. 2    | The Business Model Canvas<br>Business Idea Assignment<br>Value Proposition<br>Team Idea Selection<br>Survey/Testing Assignment   |
| Sep. 7<br>Sep. 9     | Labor Day – College Closed<br>Survey/Testing Results – Pivot<br>Canvas Revision<br>Notable Entrepreneur Presentations Begin  |
| Sept. 14<br>Sept. 16 | Customer Segments<br>Canvas Revision<br>Pivot<br>Revise Interview/Re-Target Surveys  |
| Sept. 21<br>Sept. 23 | Survey/Testing Results<br>MVP<br>Channels  |
| Sept. 28<br>Sept. 30 | Customer Relationships<br>Revenue Streams<br>Midterm Review Document Distribution  |
| Oct. 5<br>Oct. 7     | Cost Structure – Break-Even<br>Midterm Review<br>Midterm Test  |
| Oct. 12<br>Oct. 14   | MVP Presentations<br>Key Resources<br>Financial Statements/Finance Procurement   |
| Oct. 19<br>Oct. 21   | Key Partners<br>Team Considerations<br>Effective Business Writing<br>Mini-Business Plan Assignment   |
| Oct. 26<br>Oct. 28   | Key Activities<br>Marketing<br>Key Partnerships  |
| Nov. 2<br>Nov. 4     | Organizational Structures<br>Open<br>1 <sup>st</sup> Draft Mini-Business Plan Due  |
| Nov. 9<br>Nov. 11    | Open<br>Veteran's Day – College Closed   |
| Nov. 16<br>Nov. 18   | Mini-Business Plan Discussion/Revision<br>Open   |
| Nov. 23<br>Nov. 25   | Thanksgiving Week – College Closed   |
| Nov. 30<br>Dec. 2    | Sustainable Entrepreneurship/Non-Profit Ventures<br>Final Mini-Business Plan Due<br>Open   |
| Dec. 7<br>Dec. 10    | Prep Day – No Class<br>Final Team Presentations – 11:30-2:30pm<br>Peer Evaluations Due   |

## **Mission Statement**

Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the **liberal arts** and **professional preparedness** through an interdisciplinary curriculum that emphasizes **entrepreneurial thinking** and environmental, social, economic and educational **sustainability**.

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