

<b>Course Code &amp; No. - Section:</b>	ENTP 200 - Section 1
<b>Course Title (Credits):</b>	Foundations of Entrepreneurship (3)
<b>Term &amp; Year:</b>	Spring / 2016
<b>Course Ref. No. (CRN):</b>	10011
<b>Instructor:</b>	Rick Winfield, MBA
<b>Phone(s):</b>	X7583 (email to schedule a call)
<b>Email:</b>	<a href="mailto:rwinfield@sierranevada.edu">rwinfield@sierranevada.edu</a>
<b>Office:</b>	TCES 2 <sup>nd</sup> Floor
<b>Office Hours:</b>	TR 4:00 - 5:00 p.m. (open), and by appointment
<b>Class Meeting Time:</b>	MW 11:30 a.m. - 12:45 p.m.
<b>Location:</b>	TCES, Room 206
<b>Prerequisites:</b>	None
<b>Corequisites:</b>	None

### 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 use the fundamental tools of entrepreneurial thinking to create successful enterprises in business, the non-profit community or the political world. The student will master the process of business planning and customer validation as it applies to a variety of environments. Students will develop confidence in their ability to originate their own business and see it through to fruition.

### Methods of Assessing Student Outcomes

Student outcomes will be assessed using the following: This is a hands-on class that requires daily participation in team activities to originate, validate and develop a business plan. Students will be assessed based on their participation in taking weekly surveys, posting and analyzing results, choosing between strategic alternatives using the business model canvas, helping other teams choose strategies, and presenting their team's findings to the class.

### 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 and posted any required interview work prior to the class session(s) to which it pertains. Assigned reading may include the text, articles, film clips and other media sources, which the student will be expected to complete prior to class and apply in the classroom.

### Required Texts and Materials

1. *All In Startup: Launching a New Idea When Everything Is on the Line* by Diana Kander; ISBN-13: 978-1118857663
2. *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers* by Alexander Osterwalder; ISBN-13: 978-0470876411
3. Laptop computer (one that meets the published SNC Laptop Requirements)

## Attendance

In order to maximize your learning, you are expected to attend class. Most of the learning will occur as we work together to apply inputs from surveys with concepts learned in the texts and through media postings online. You are expected to be a part of the learning community and participate fully in each class session. Participation points can only be earned if you are present. Use of electronic devices is limited to using a laptop or tablet to take notes. Other uses such as texting, surfing the internet, or making calls are disrespectful to the learning community. If you are engaged in these activities, you will be asked to leave the classroom

SNC Tahoe Athletics – The Athletic Director notifies faculty members of student athletes with excused absences for training and competition. This email excuses the student athlete from class attendance, but not from doing the assigned work. It is the student athlete's responsibility to meet with me **prior** to the excused absence for missed work and/or alternate assignments. If a student athlete fails to meet with me prior to the absence, make-up work is not available.

## Class Requirements

All students are required to bring a laptop computer to each class meeting. Cell phones and pagers must be turned off or set to 'silent mode.'

## 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.

### 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

Handing in Assignments and Feedback – All assignments must be uploaded to Moodle as either Microsoft Office (Word, Excel & PowerPoint) or PDF files. Email and hard copies are not permitted. Feedback and assignment grades will be posted to Moodle.

Late Assignment – It is the professor's belief that it is always better to hand in an assignment late than not hand it in at all. However, whether credit is given for the assignment and how much is at the sole discretion of the professor.

Course Grades will be calculated as follows:

1. Notable Entrepreneur Presentation – 100 points
2. Participation Points (self graded, reviewed by professor) – 400 points
3. Mini business plan DRAFT – 100 points
4. Mini business plan FINAL – 200 points
5. Final Team Presentation – 100 points
6. Peer and self-review of contribution – 100 points

Total Points Available = 1000

## 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), office in Prim Library: PL-304.

## 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). Students should check their college email 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.

## The Sierra Nevada College 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.

## The Core Themes:

Liberal Arts	Professional Preparedness
Sustainability	Entrepreneurial Thinking

## Class Schedule

Reading assignments, changes to the schedule and adjustments to the syllabus will be posted on Moodle. Moodle is the key communication tool for this class and you will want to check it frequently. You are expected to log-in to the class and post a clear picture of your face by January 25 at 8 pm (10 points).

Class	Topic
1/20/16	What is an entrepreneur?
1/25/16	Choosing a notable entrepreneur
1/27/16	Creativity, innovation, and disruption
2/1/16	Ideas vs. opportunities – notable entrepreneur presentations start – written portion due
2/3/16	What is the business model canvas? – Presentations
2/8/16	Idea creation and the value proposition - Presentations
2/10/16	Creating the canvas – start with your value proposition
2/15/16	Presidents Day – NO SCHOOL
2/17/16	Survey to test your proposition – how to be a great surveyor
2/22/16	What is a customer segment? Revise your canvas
2/24/16	Revising the interview and re-targeting surveys
2/29/16	What's a pivot? How about an MVP?
3/2/16	Adding channels to the canvas
3/7/16	Adding customer relationships to the canvas – discuss survey strategy
3/9/16	MVP presentations
3/14/16	SPRING BREAK – NO SCHOOL
3/16/16	SPRING BREAK – NO SCHOOL
3/21/16	What goes in to a mini business plan?
3/23/16	Revenue streams – show me the money
3/28/16	Cost structures – is your business sustainable?
3/30/16	Strategies for success
4/4/16	Key resources
4/6/16	Key partners
4/11/16	Transferring it all to the mini-business plan
4/13/16	Working on your mini-business plan
4/18/16	Mini-business plan draft due
4/20/16	Young Entrepreneurs
4/25/16	Revising your mini-business plan
4/27/16	Mini-business plan final due – no credit for late work
5/2/16	Final Team Presentations – peer evaluations due
5/6/16	Final Exam <b>3pm - 6pm</b> : Final Team Presentations Continued (ATTENDANCE MANDATORY FOR ALL)

## Description of Course Assignments and Projects

**Notable Entrepreneur Presentation:** Students will select a notable entrepreneur for an interview. Upon completion of the interview, the findings will be presented to the class. 100 points

**Weekly Business Model Canvas update:** Each team will be working on a business model canvas to imagine their business. The canvas will change weekly based on feedback from the target market through surveys and new concepts learned in class. All students are expected to complete interviews and have them posted prior to class, apply what they have learned in readings and interviews to the canvas and help other teams with their canvases. Students will score themselves daily on their participation and contribution to the class session. At 400 points, this is the most heavily weighted consideration for grading.

**Mini Business Plan (draft and final):** Each student will individually submit a written mini-business plan based on the work their team has done. This will be submitted in two phases, draft and final. This allows students to get feedback and make adjustments prior to the final mini-business plan submission. Draft 100 points, Final 200 points

**Final Team Presentation:** At the end of the business model canvas journey, students will have an opportunity to present the things they learned to the class. Were there any “aha moments”? Pivots? Did you discard an idea and start over? Final presentations will be given just prior to, and during, finals week. 100 points

**Peer and Self-evaluation:** This is an opportunity to give feedback to team members and to me on how team members contributed and make an assessment of how you contributed to the team effort. You will notice that it is not possible to get an “A” grade and difficult to get a “B” grade without positive peer reviews. 100 points