

Course Code & No. - Section:	ENTP 475 - Section 1
Course Title (Credits):	Capstone in Entrepreneurship
Term & Year:	Spring / 2016
Course Ref. No. (CRN):	10016
Instructor:	Professor Richard Gire (pronounced “Jeery”), J.D., M.B.A.
Phone(s):	(530) 587-2327
Email:	rgire@sierranevada.edu
Office:	TCES – 2 nd Floor
Office Hours:	Tuesday 10:00-1:00pm, Wednesday 12:00-1:00pm, by appointment
Class Meeting Time:	MW 1:00-2:15pm
Location:	PL 216
Prerequisites (from Catalog):	Senior standing and consent of instructor
Corequisites (from Catalog):	None

Course Description

This course is the capstone experience for the Entrepreneurship degree program. The overarching goal of the course is to facilitate Entrepreneurship students’ ability to synthesize the knowledge, skills, and insights they have acquired throughout the program in order to maximize their ability to apply and sustain the entrepreneurial spirit after graduation. Learning outcomes are reinforced by guest lectures from entrepreneurs and investors focused on entrepreneurial ventures. Students also serve as a student advisory board that assists the faculty to continuously improve the value and relevancy of the entrepreneurship program.

Student Outcomes

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

1. Recognize and critique all necessary facets of a successful entrepreneurial venture with an eye to future implementation in a different context;
 2. Understand and communicate the role of continuous innovation and entrepreneurship in sustained competitive advantage;
 3. Understand the leadership prerequisites necessary to foster creativity and entrepreneurship in organizations and discuss several specific examples – both positive and negative – of their views on the business environment of the 21st Century;
 4. Deliver professional presentations that communicate their entrepreneurial academic journey and assess their current readiness to apply their knowledge and skills outside the academic environment; such presentations will demonstrate their mastery of the individual components of an entrepreneurial venture.
 5. Develop and communicate a personal path forward and lifelong learning/sustainability plan for application post-graduation.
-

Methods of Assessing Student Performance

Student performance will be assessed using the following:

1. Attendance and participation in class discussions;
2. Formal midterm exam emphasizing application of knowledge and principles learned throughout the entrepreneurship program, through review and through case studies;
3. Six (6) individual class presentations that systematically assess a real world entrepreneurial venture through research and application of entrepreneurial principles;
4. Comprehensive final paper incorporating all aspects of the SNC entrepreneurial discipline applied to a particular real-world start-up company or start-up division of an existing company.

Instructional Strategies

The desired outcomes of this course are heavily oriented toward understanding, implications, and application. Consequently, classroom discussion and activities will emphasize these three outcomes. It is essential and expected that all students will have completed any required reading or assigned work prior to the class session(s) to which it pertains. Multiple individual class presentations are aimed at sharpening students' oral skills and level of confidence. Presentations will be critiqued by both your professor and your fellow students. A significant amount of time will be devoted to students' post-graduation options with respect to entrepreneurial pursuits.

Required Texts

Hand-outs and other reading material will be assigned during the course of the semester.

Recommended Text

Students are already expected to have *Business Model Generation*; Osterwalder and Pigneur; John Wiley and Sons; © 2010; ISBN 978-0-470-86741-1.

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 3rd and 4th 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. Any student failing both the Midterm and Final Paper will also earn an "F" 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. Missed pop quizzes may not be made up.

Class Requirements

This class is a "no phone zone." Laptop computers may only be used for note-taking or other authorized class-related purposes. Students using smartphones or using laptops for unauthorized purposes will be subject to expulsion.

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.

1st 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.

2nd 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.

3rd Offense: Student is expelled.

Grading Policy

Grades will be based on the following breakdown:

- 1) Class Attendance/Participation – 20%
- 2) Class Presentations – 35%
- 3) Midterm Exam – 20%
- 4) Final Paper – 25%

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 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)

Jan. 18 Jan. 20	College Closed – MLK Day Class Introduction – Syllabus - Administration The Major/The Requirements/Entrepreneurship Coursework Review – Opportunity Recognition, Financing Ventures, Corporate Entrepreneurship, Creating Ventures
Jan. 25 Jan. 27	<u>Topical Review Section</u> Review – Opportunity Recognition Case Study
Feb. 1 Feb. 3	Review – Financing Entrepreneurial Ventures Case Study Deadline for selection of Entrepreneurial Venture
Feb. 8 Feb. 10	Review – Creating Entrepreneurial Ventures – The Business Plan Case Study
Feb. 15 Feb. 17	College Closed – President's Day Review – Creating Entrepreneurial Ventures – Business Model Canvas
Feb. 22 Feb. 24	Review – Creating Entrepreneurial Ventures – Pro-Forma Financials Pro-Forma Financials Exercise Review Document Distribution
Feb. 29 March 2	Midterm Review Midterm Exam
March 7 March 9	No Class Psychology Research
March 14 March 16	Spring Break – School Closed Spring Break – School Closed
March 21 March 23	<u>Entrepreneurial Venture Assessment Section</u> The Business Model Canvas Value Proposition Material/Discussion
March 28 March 30	Value Proposition Presentations Customer Segments Material/Discussion
April 4 April 6	Customer Segments Presentations Channels/Customer Relationships Material/Discussion
April 11 April 13	Channels/Customer Relationships Presentations Revenue Streams Material/Discussion
April 18 April 20	Revenue Streams Presentations Key Resources/Key Activities/Key Partners Material/Discussion
April 25 April 27	Key Resources/Key Activities/Key Partners Presentations Cost Structure Material/Discussion
May 2 May 4	Cost Structure Presentations No Class – Finals Preparation Day
May 9, 3pm	Closing Session - Final Paper 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**.