

Course Code & No. - Section: ENTP 200 - Section 2
Course Title (Credits): Foundations of Entrepreneurship
Term & Year: Spring / 2014
Course Ref. No. (CRN): 10045

Instructor: Professor Richard Gire (pronounced “Jeery”), J.D., M.B.A.
Phone(s): (530) 587-2327
Email: rgire@sierranevada.edu
Office: TCES upstairs cubicles
Office Hours: TTh 1-2:15pm by appointment

Class Meeting Time: TTh 10:00-11:15am
Location: TCES 106

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

Course Description

An introduction to the knowledge, skills, attributes and tools necessary to create a sustainable new business venture. Students are guided through the stages of an entrepreneurial undertaking, from original idea conception and assessment, to the eventual creation of a mini-business plan. Along the way, the course covers organizational planning, legal and ethical issues, selection of effective team members, and alternatives available for procurement of financing. Coursework will incorporate a variety of case studies and individual/group exercises that reinforce key concepts throughout.

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 on-line and classic library academic research as applicable to selected student business enterprise projects.
 7. Calculate start-up costs and initial capital requirements; prepare break-even and other financial 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.
-

Methods of Assessing Student Performance

Student performance will be assessed using the following:

1. Attendance and participation in class discussion;
2. Regular submission of all class preparation assignments including incremental Mini-Business Plan sections;
3. Individual and team oral presentations;
4. Completed written Mini-Business Plan;
5. In-class, closed book Mid-Term Exam; and
6. In-class, closed book, comprehensive Final Exam. The final examination date is not negotiable; students need to plan their summer break accordingly.

Instructional Strategies

In-class instruction includes lecture, video material, individual, small team, and full class exercises and discussion sessions. Material presented is designed to be practical and applicable to real-life entrepreneurial scenarios. Reading and homework assignments are required on a regular basis.

Required Text

New Venture Creation: Entrepreneurship for the 21st Century; Ninth Edition, Spinelli-Adams; McGraw-Hill Irwin; ©2012, Spinelli-Adams; ISBN: 978-0-07-802910-3.

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 Exam 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.

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.

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/Class Preparation Assignments/Class Participation – 20%
- 2) Individual Notable Entrepreneur Presentation – 5%
- 3) Written Mini-Business Plan – 25%
- 4) Team Mini-Business Plan Oral Presentation – 5%
- 5) Mid-Term Exam – 20%
- 6) Final Exam – 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. 21 Jan. 23	Class Introduction/Housekeeping/Vision of the Future Exercise SNC Core Themes Entrepreneurial Thinking/Discipline/Motivation
Jan. 28 Jan. 30	Oral Presentation Skills Notable Entrepreneur Presentation Assignment The Entrepreneurial Revolution
Feb. 4 Feb. 6	Fundamentals of Creativity/Innovation – Exercises Ideas vs. Opportunities Notable Entrepreneur Presentations Begin
Feb. 11 Feb. 13	Ideas vs. Opportunities (cont.) Ideas vs. Opportunities (cont.)
Feb. 18 Feb. 20	Effective Business Writing Mini-Business Plan Assignment No Class
Feb. 25 Feb. 28	The Full Business Plan SNC Business Plan Competition – 5:30pm Entrepreneurial Life Cycle – Start-Up
March 4 March 6	Entrepreneurial Life Cycle – Growth – Competition 1 st Section Mini-Business Plan Due Entrepreneurial Life Cycle – Maturity/Harvest Midterm Review Document Distribution
March 11 March 13	Midterm Review Midterm Test
March 18 March 20	Spring Break – College Closed Spring Break – College Closed
March 25 March 27	Entrepreneurial Toolbox Item #1 – Team 2 nd Section Mini-Business Plan Due Entrepreneurial Toolbox Item #2 - Marketing
April 1 April 3	Entrepreneurial Toolbox Item #3 – Financial Statements/Competition Entrepreneurial Toolbox Item #4 – Finance Procurement
April 8 April 10	Entrepreneurial Toolbox Item #5– Organizational Structures Entrepreneurial Toolbox – Item #6 - Intellectual Property
April 15 April 17	Entrepreneurial Toolbox – Item #7 - Internet/Websites Ethical Issues in Entrepreneurship
April 22 April 24	Sustainable Entrepreneurship Non-Profit Entrepreneurial Ventures
April 29 May 1	Final Mini-Business Plan Due Team Assignments Team Presentation Meetings Team Presentations
May 6	Final Exam Review Final Exam Review Document Distribution
May 13 8-11am	Final Exam

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**.