

Course Code & No. - Section:	ENTP 200 - Section 3
Course Title (Credits):	Foundations of Entrepreneurship (3)
Term & Year:	Spring 2014
Course Ref. No. (CRN):	10046
Instructor:	Shannon Huddy, M.B.A.
Phone(s):	Ext.7535
Email:	shuddy@sierranevada.edu
Office:	TCES, upstairs cubicles
Office Hours:	T and Th 1:00- 2:30 p.m., and by appointment
Class Meeting Time:	MW 11:30 a.m. - 12:45 p.m.
Location:	TCES 139
Prerequisites:	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 a 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.

SNC 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**.

Student Outcomes

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

1. Engage in **entrepreneurial thinking** and understand the entrepreneurial mindset, 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 lifecycle and the attendant challenges in managing growth.
9. Evaluate sources of capital for new ventures.

Instructional Strategies

In-class instruction includes lecture, 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 Texts and Materials

Spinelli, S. & Adams, R. (2012). *New Venture Creation, 9th Edition*. New York: McGraw-Hill Irwin. ISBN: 978-0-07-802910-3

Attendance

Class participation is critical to your successful learning experience in this course. Therefore, attendance, participation, and positive attitude in class will contribute significantly to your grade. Students who have more than four unexcused absences will drop a full letter grade from their "total grade" as well as for each absence thereafter. If you come to class more than five minutes late, then you will be counted as tardy. Two tardies will equal one absence. Absence from class, whether excused or not, does NOT excuse any student from completing assignments due during the missed class period. **If a student is absent, work due on that day is still due. It may be e-mailed, brought in by a classmate, or sent by whatever means students find convenient. Please be on time.**

NO late assignments will be accepted.

Prim Library Resources

Using the library's resources effectively (not just Internet resources) contributes to developing each of SNC's core themes by exposing students to high quality academic resources, diverse opinions, new ideas, and a future that includes building on a liberal arts education. In this course, you will be expected to utilize the library's resources (either on-site or remotely) as you complete your assignments.

Prim Library Resources:

1. Materials on reserve (ask for these at the circulation desk; for use inside Prim Library)
2. Reference materials (for use inside Prim Library)
3. Books (can be checked out)
4. Electronic databases (for peer-reviewed research articles, reviews, newspaper and magazine articles) Electronic databases, such as EBSCO: Academic Search Premier.
5. Hardcopy periodicals
6. Lib Guides: <http://Libguides.sierranevada.edu> These web pages contain instructions about how to use resources available at Prim Library, how to evaluate the appropriateness of information from the Internet for a research paper, how to cite sources, and other topics related to finding and using information.

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.

Methods of Assessing Student Outcomes

Student outcomes will be assessed using the following:

Quizzes	10%
Class Participation/ Class Activities	15%
Individual Notable Entrepreneur Presentation	10%
Written Mini-Business Plan	20%
Group Marketing Pitch	5%
Midterm	20%
Final Exam	20%

Grading Scale:

A+ (97-100) = 4.0
A (93-96) = 4.0
A- (90-92) = 3.7
B+ (87-89) = 3.3
B (83-86) = 3.0
B- (80-82) = 2.7
C+ (77-79) = 2.3
C (73-76) = 2.0
C- (70-72) = 1.7
D+ (67-69) = 1.3
D (65-66) = 1.0
E/F (below 65) = 0.0

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). 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.

Class Schedule

Date	Class Time	Homework which is DUE on this date
W 1/22	Orientation and Class Overview Vision of the Future	
M 1/27	Entrepreneurial Thinking Intro to Mini-paper	Due: read pp. 87-90; <i>Think Like an Entrepreneur</i> article
W 1/29	America's Greatest Entrepreneurs	Due: read pp. 12-19
M 2/3	Characteristics of an Entrepreneur	Due: read <i>Atlas Shrugged</i> story and write one page of observations, interpretations and applications
W 2/5	Myths of an Entrepreneur Mini-Business Plan Idea	Due: pp. 35-47
M 2/10	How to Give an Effective Oral Presentation/ Visual Literacy/ Notable Entrepreneur Assignment	
W 2/12	Select Entrepreneur for Presentations SWOT Analysis/Aptitude Test	Due: Select entrepreneur for presentations , read <i>Personal and Business Visions</i> article
M 2/17		
W 2/19	Ideas vs. Opportunities Five Anchors of Opportunities Creativity Idea Generation/ Brainstorming	Due: Turn in SWOT analysis and read pp. 131-137
M 2/24	Quiz Purple Cow Review Student Business Ideas	Bring 3 "Opportunity" ideas to class and be ready to share Study for Quiz
W 2/26	Timmons Model The Business Plan	Due: read pp. 245-250
M 3/3	The Business Plan Workshop Feasibility Analysis Works Cited	Due: read pp. 95-102
W 3/5	Entrepreneurial Life Cycle- Start-Up Case Study: Lakota Hills	Due: read Lakota Hills case study starting on page 73
M 3/10	Entrepreneurial Life Cycle- Growth/Maturity/ Harvest	Due: read Roxanne Quimby case study starting on page 104
W 3/12	Mid-term exam	
M 3/17	Spring Break	
W 3/19	Spring Break	
M 3/24	Mid-term Exam Review and Class Presentations Begin	

M 3/31	Marketing/ Elevator Pitches	Due: read 4 P's article
W 4/2	Student Elevator Pitches	Due: Be ready to give your elevator pitch to the class
M 4/7	Accounting and Stegmart Case	
W 4/9	The Art of Sales and Customer Conversion	Due: Mini-Business Plan – bring two copies to class
M 4/14	Team Building	Due: read pp. 279-288
W 4/16	Value and Pricing	
M 4/21	Finance Procurement and Business Organizations	Due: read pp. 456-468 and <i>Business Organizations</i> article
W 4/23	Review for Final Prepare for Marketing Pitches	Due: Peer Presentations Reviews <i>Three Entrepreneurial Stories</i>
M 4/28	Class Survey Marketing Pitches	
W 4/30	Marketing Pitches	
M 5/5	Marketing Pitches	Review for Final
5/7 & 5-8	Reading Days	
	Final- Friday, May 9 3-6 p.m.	

****Syllabus is Subject to Change****