

Course Code & No. - Section: ENTP 475 - Section 1
Course Title (Credits): Capstone in Entrepreneurship
Term & Year: Spring / 2015
Course Ref. No. (CRN): 10216

Instructor: Professor Richard Gire (pronounced “Jeery”), J.D., M.B.A.
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Office: TCES – 2nd Floor
Office Hours: TTh 10:00-11:30am by appointment

Class Meeting Time: TTh 11:30-12:45pm
Location: TCES 206

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, sustain and continue to develop their entrepreneurial profile and capabilities after graduation.

Student Outcomes

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

1. Understand and describe the life cycle stages of an entrepreneurial idea from initial conception to market launch;
 2. Recognize and critique all necessary facets of a successful entrepreneurial venture with an eye to future implementation in a different context;
 3. Understand and communicate the role of continuous innovation and entrepreneurship in sustained competitive advantage;
 4. 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;
 5. 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.
 6. Develop and communicate a personal path forward and lifelong learning/sustainability plan for application post-graduation.
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Methods of Assessing Student Performance

Student performance will be assessed using the following:

1. Attendance and participation in class discussions, unannounced pop quizzes on reading material;
2. Formal midterm exam emphasizing application of knowledge and principles learned in the classroom and through reading as well as self-directed research;
3. Seven (7) 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. Not all material appearing the textbook(s) may be covered in class but all such material is eligible for inclusion in the midterm or as a required component of the final paper. 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.

Required Texts

1. *The Art of the Start*; Kawasaki; Portfolio (Penguin), © 2004; ISBN 1-59184-056-2.
2. *Great By Choice*; Collins and Hansen; Harper Collins; © 2011; ISBN 978-0-06-212099-1.

Recommended Text

1. *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 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. Missed pop quizzes may not be made up.

Class Requirements

Unless specifically authorized by the instructor, laptop computers, tablets, or smart phones may not be utilized during class. Such usage may result in immediate expulsion from class. Smart phones must be turned off or in "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.

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. 20 Jan. 22	Class Introduction – Syllabus - Administration Entrepreneurship Coursework Review – Opportunity Recognition, Financing Ventures, Creating Ventures, Entrepreneurial Life Cycle
Jan. 27 Jan. 29	Art of Starting – <i>Art of the Start</i> , Read Me First and Chapter 1 Art of Positioning/Pitching – <i>Art of the Start</i> , Chapters 2 & 3
Feb. 3 Feb. 5	Art of BP/Bootstrapping – <i>Art of the Start</i> , Chapters 4 & 5 Art of Recruiting/Raising Capital - <i>Art of the Start</i> , Chapters 6 & 7 Deadline for selection of Entrepreneurial Venture
Feb. 10 Feb. 12	Art of Partnering/Branding - <i>Art of the Start</i> , Chapters 8 & 9 Art of Rainmaking/Being a Mensch/Book Review <i>Art of the Start</i> , Chapters 10 & 11
Feb. 17 Feb. 19	Thriving In Uncertainty/10Xers - <i>Great By Choice</i> , Chapters 1 & 2 20 Mile March/Fire Bullets - <i>Great By Choice</i> , Chapters 3 & 4
Feb. 24 Feb. 26	Leading Above Death Line/SMaC – <i>Great By Choice</i> , Chapters 5 & 6 No Class - Psychology Department Research
March 3 March 5	Return on Luck; Book Review - <i>Great By Choice</i> , Chapter 7, Epilogue Midterm Review Review Document Distribution
March 10 March 12	Midterm Exam <u>Beginning of Entrepreneurial Venture Assessment</u> Value Proposition Material/Discussion
March 17 March 19	Spring Break – School Closed Spring Break – School Closed
March 24 March 26	Value Proposition Presentations Customer Segments Material/Discussion
March 31 April 2	Customer Segments Presentations Channels/Customer Relationships Material/Discussion
April 7 April 9	Channels/Customer Relationships Presentations Revenue Streams Material/Discussion
April 14 April 16	Revenue Streams Presentations Key Resources/Key Activities Material/Discussion
April 21 April 23	Key Resources/Key Activities Presentations Key Partners Material/Discussion
April 28 April 30	Key Partners Presentations Cost Structure Material/Discussion
May 5 May 7	Cost Structure Presentations No Class – Final Exam Preparation
May 9	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**.