

Course Code & No. - Section: ENTP 200
Course Title **ENTREPRENEURSHIP**
Term & Year: FALL 2019
Course Ref. No. (CRN): 80260

Instructor: Jonathan Breiter, MBA

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Office Hours: BY APPOINTMENT

Class Meeting Time: M-F, 9-12:45
Location: TCES 106

Prerequisites NA

Course Description

This course teaches the entrepreneurial perspective, from idea to the opportunity, from the opportunity to the business plan, from the business plan to funding the venture from funding the venture to launching, growing and ending the new venture. Specific process elements include the creation of a 1 Page Business Plan and market strategy, organization plan and the financial plan. 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.

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 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 completion.

Methods of Assessing Student Outcomes

Student outcomes will be assessed using the following:

1. Class Attendance/Preparation/Participation
2. Business Plan (10 SLIDES)
3. Mid-Term Exam
4. Final Exam

Instructional Strategies

This class will utilize individual work in class using laptop computers, inquiry learning, case studies, and homework assignments. In-Class instruction will include: lectures, videos, case studies and discussions, outside research. Material presented is designed to be practical and applicable to “real-life” entrepreneurial situations.

Required Texts and Materials

Entrepreneurship, The Art, Science and Process for Success. Bamford & Bruton. McGraw-Hill.
ISBN: 978-1-259-91219-1

(Case Studies and articles to be distributed in class).

Other Recommended Readings

All in Start-Up: Launching a New Idea When Everything Is on the Line by Diana Kander.
ISBN-13: 978-11188557663

Business Model Generation: A Handbook for Visionaries, Game Changers and Challengers
by Alexander Osterwalder. ISBN-13: 978-0470876411

Attendance

Attendance will be taken at the beginning of each class session. Full attendance (M-F) is expected as this is a 2 week immersive and intensive class.

Class Requirements

Unless the instructor specifically authorizes other usage, laptop computers may be utilized for note taking and class related research only. 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 their colleagues and peers as well as themselves uphold high standards. 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 is 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 Participation/Class Preparation Assignments -- 20%
- 2) Chapter Reading & Case Study/Business Plan Homework Assignments -- 35%
- 3) Final Exam-- 45%

Final Grade/%

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = 0-59

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.

The Core Themes:

Liberal Arts

Professional Preparedness

Entrepreneurship

Sustainability

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, 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.

Class Schedule

(Subject to Change Based on Learning.)

SEP 03 REVIEW SYLLABUS/ACQUIRE TEXTBOOK/BUSINESS PLAN OUTLINE
SEP 04 CHAPTER 1 & 2 & 3 (HIGHLIGHTS)
SEP 05 CHAPTER 4 & 5 & 6 (HIGHLIGHTS)
SEP 06 CHAPTER 7 & 8 & 9 (HIGHLIGHTS)
SEP 09 CHAPTER 10 & 11 & 12 (HIGHLIGHTS)
SEP 10 CHAPTER 13 & 14 (HIGHLIGHTS)
SEP 11 TERMINOLOGY
SEP 12 FINAL

