

**Course Code & No. - Section:** ENTP 200 - Section 2 (no Section 1)  
**Course Title (Credits):** Foundations of Entrepreneurship  
**Term & Year:** Spring / 2020  
**Course Ref. No. (CRN):** 10505

**Instructor:** Professor Richard Gire (pronounced “Jeery”), J.D., M.B.A.  
**Phone(s):** (530) 587-2327  
**Email:** [rgire@sierranevada.edu](mailto:rgire@sierranevada.edu)  
**Office:** TCES 2<sup>nd</sup> Floor  
**Office Hours:** TTh 8:00-9:00am, by appointment only

**Class Meeting Time:** TTh 9:00am-10:45am  
**Location:** TCES 106

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

### Course Description

This course serves as an introduction to basic business concepts through the lens of the entrepreneurial thinking process. We will explore the knowledge, skills, attributes and tools necessary to create a sustainable new venture or to creatively succeed in an established business enterprise. Students are guided through the stages of an entrepreneurial undertaking, from original idea conception and assessment, to the eventual creation of a realistic business model. Along the way, the course covers state-of-the-art entrepreneurial tools including the Business Model Canvas (BMC) and the Lean Startup model (Customer Development, Pivots, Minimum Viable Products (MVPs), etc.). Coursework will incorporate a variety of case studies and individual/group creative thinking 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 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. Create and give a team presentation of a Business Model Canvas that effectively utilizes entrepreneurial keywords and phrases as a foundation for the development of a new opportunity.
5. Calculate start-up costs and initial capital requirements; prepare break-even and other financial analyses.
6. Evaluate sources of capital for new ventures.

## Methods of Assessing Student Performance

Student performance will be assessed using the following:

1. Attendance, class preparation, and participation in class discussion;
2. Individual notable entrepreneur presentations;
3. Completion and presentation of team Business Model Canvas;
4. In-class, closed book Midterm Exam; and
5. In-class, closed book Final exam.

## Instructional Strategies

In-class instruction includes lecture and discussion on textbook and outside source material. Each class session will include individual, team, and full class exercises. Material presented is designed to be practical and applicable to real-life entrepreneurial scenarios. Reading and class preparation assignments are required on a regular basis.

## Required Text

*Entrepreneurship - The Art, Science and Process for Success*, Charles Bamford and Garry Bruton, © 2019 McGraw-Hill Education, 3<sup>rd</sup> Edition, ISBN 978-1-259-91219-1. Additional materials available free online or distributed by your professor will also be required reading.

## 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. In the event of an absence, students are expected to obtain notes/assignments from their classmates and to keep up with all coursework assigned. 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 3<sup>rd</sup> and 4<sup>th</sup> absences will each result in up to 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 grade point deductions from a student's preparation/participation grade. Missed pop quizzes may not be made up.

## Athletics Excused Absences

The Athletic Director notifies faculty members via email of student athletes with excused absences for training and competition. This email excuses the student athlete from class attendance, **but not from doing the assigned reading or other coursework on time**. Student athletes are expected to obtain notes/assignments from their classmates and to keep up with all coursework assigned. Pop quizzes missed as a result of an excused absence will not be factored into a student athlete's grade. Without severe extenuating circumstances, student athletes are only allowed two (2) unexcused absences; hence, a 3<sup>rd</sup> unexcused absence will earn an "F" in the class.

## Class Requirements

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

## Student Pets

Pets are not allowed in the classroom with the exception of bona fide service animals required by a student with a severe disability such as blindness, deafness, wheelchair restriction, or seizure disorders. Emotional support animals are not allowed without evidence from a licensed mental health professional of a student's psychological or emotional disability. ESA letters available for sale online will not be accepted for such purposes.

## **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.

- 1<sup>st</sup> 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.
- 2<sup>nd</sup> 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.
- 3<sup>rd</sup> Offense: Student is expelled.

### **Grading Policy**

Grades will be based on the following breakdown:

- 1) Class Attendance/Class Preparation Assignments/Class Participation – 25%
- 2) Individual Notable Entrepreneur Presentation – 5%
- 3) Team Business Model Canvas and Presentation – 30%
- 4) Mid-Term Exam – 15%
- 5) 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](mailto: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	Class Introduction/Housekeeping/Vision of the Future Exercise
Jan. 23	Chapter 1 – The 21 <sup>st</sup> Century Entrepreneur
Jan. 28	Motivation/Discipline
Jan. 30	Notable Entrepreneur Presentation Assignment Chapter 2 – Individual Leadership and Entrepreneurial Start-Ups Intrapreneurship
Feb. 4	Chapter 3 –Business Idea Generation and Initial Evaluation
Feb. 6	Notable Entrepreneur Presentations Begin Ideas vs. Opportunities
Feb. 11	Lean Start-Up Model (Customer Development, Pivots, Minimum Variable Product – MVP)
Feb. 13	Lean Start-Up Model (continued)
Feb. 18	Chapter 4 – External Analysis
Feb. 20	Business Model Canvas
Feb. 25	Business Model Canvas (continued)
Feb. 27	Chapter 5 – Business Mission and Strategy Team Assignments Distribute Midterm Exam Study Guide
March 3	Midterm Review
March 5	Midterm Exam
March 10	Spring Break – No class
March 12	Spring Break – No class
March 17	Midterm Results
March 19	Chapter 6 – Analyzing Cash Flow and Other Financial Information Chapter 7 – Financing and Accounting
March 24	Chapter 8 – Business & Financial Analysis
March 26	No Class – Team Prep – Customer Development, Pivots, Minimum Variable Product
March 31	No Class – Team Prep – Business Model Canvas Generation
April 2	Chapter 9 – Legal Issues with a New Business Class Assessment of Team Prep
April 7	Chapter 11 - Marketing Team Presentations Begin
April 9	Entrepreneurial Toolbox
April 14	Entrepreneurial Toolbox (continued)
April 16	Business Ethics Distribute Final Exam Study Guide
April 21	Final Exam Review
April 23	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**.