

<b>Course Code &amp; No. Section:</b>	<b>ENTP 475/INTB 475</b>
<b>Course Title</b>	<b>Entrepreneurship/Global Business Capstone</b>
<b>Term &amp; Year:</b>	Spring 2020
<b>Course Ref. No. (CRN):</b>	10509/10499
<b>Instructors:</b>	Jonathan Breiter, MBA Leon Abravanel (Mr. A), MBA
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<b>Office:</b>	2 <sup>nd</sup> Floor, TCES
<b>Office Hours:</b>	BY APPOINTMENT
<b>Class Meeting Time:</b>	T 9-10:45 AM (Breiter) W 3-4:45pm Mr. A
<b>Location:</b>	Tuesday 9-10:45am TCES 106 Wednesday 3-4:45pm PL 213
<b>Prerequisites:</b>	All REQUIRED ENTP & GLOBAL BUS. CLASSES

### Course Description

This course is the capstone experience for the Entrepreneurship and Global Business degree programs. The main goal of this course is to Facilitate Entrepreneurship and Global Business students with the ability to synthesize the knowledge, skills, and insights they have acquired throughout the program in order to maximize their ability to apply and sustain the entrepreneurial spirit after graduation. Learning outcomes are reinforced by lectures, articles, case studies, TED TALKS, guest speakers and Project Work. Students may also serve as advisors to assist the faculty who is continuously trying to improve the value and relevancy of the entrepreneurship program.

### Student Outcomes

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

1. Recognize and critique all necessary facets of a successful entrepreneurial venture with an eye to future implementation in a different context.
2. Understand and communicate the role of continuous innovation and entrepreneurship in sustaining a competitive advantage.
3. Understand the leadership skills 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 21<sup>st</sup> century.
4. Deliver professional presentations that communicate their entrepreneurial academic journey and assess their current readiness to apply their knowledge and skills outside the academic environment. These presentations will demonstrate their mastery of the individual components of an entrepreneurial business.

5. Develop and communicate a personal path forward and lifelong learning/sustainability plan for application post-graduation.

**Methods of Assessing Student Outcomes**

Student outcomes will be assessed using the following:

1. Class Attendance/Preparation/Participation
2. HBR Case Studies/McKinsey Article Opinion Papers
3. Project (Participation in Pitch/Business Plan Competition)
4. Mid-Term
5. Final Exam

**Instructional Strategies**

The desired outcomes of this capstone 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 complete any and all required reading and assigned work throughout this course. Class presentations and Project Work, Preparation and Participation are aimed at sharpening students' oral skills, written communication and confidence levels. Both of your Professors and fellow students will critique presentations. Time will be devoted to students' post graduation options with respect to entrepreneurial and global business pursuits.

**Required Texts and Materials**

***Entrepreneurship: The Practice and the Mindset***, Heidi M. Neck, Christopher P. Neck, Emma L Murray. Sage Publishing. ISBN: 9781483383521

**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 is expected in that class preparation/participation is a significant component of a student's grade. Only three (3) absences are allowed for normal illness, transportation issues. The fourth (4<sup>th</sup>) and fifth (5<sup>th</sup>) absences can result in a full grade point deduction from a student's preparation/participation grade. Any student missing six (6) class sessions without severe extenuating circumstances such as hospitalization, death in the immediate family, etc. can earn an "F" or an "Incomplete" in the class. **Note: Athletic Absences do not apply**, Any student failing both the Mid-Term and Final Exam will earn an "F."

**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.

- 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 Participation/Class Preparation Assignments -- 10%
- 2) Chapter Reading & Case Study/Business Plan Homework Assignments -- 15%
- 3) Project Work—30%
- 4) Mid-Term Exam – 20%

5) Final Exam– 25%

Final Grade/%

A = 90-100

B = 80-89

C = 70-79

D = 65-69

F = 64 and Below

### **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](mailto: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.

**Sample Class Schedule (SUBJECT TO CHANGE BASED ON LEARNING)**

**JAN 21 SYLLABUS REVIEW/ACQUIRE TEXTBOOK**

**FEB 27 PITCH COMPETITION**

**MAR 03 MID-TERM REVIEW**

**MAR 05 MID-TERM**

**SPRING BREAK**

**APR 17-19 PROJECT WORK PRESENTATIONS**

**APR 20 BUSINESS PLAN COMPETITION**

**APR 21 FINAL EXAM REVIEW**

**APR 23 FINAL EXAM**

