

**Catawba College**

**Ralph W. Ketner School of Business**

**ENT 2501**

**Introduction to Entrepreneurship**

Instructor: Jeremiah Nelson, Ph.D.

Office: KET 303 Classroom: KET 203

Phone: 704.497.1234 (cell) 704.637.4723 (office)

Email: jsnelson21@catawba.edu

Office Hours:

Virtual Office Hours: Thursdays – 11:00 AM to 5:00 PM

**Required Text:**

Step 1: Create a student account at [www.openstax.com](http://www.openstax.com)

Step 2: Access our textbook at <https://openstax.org/books/entrepreneurship/pages/1-introduction>

Your textbook is published by Open Stax, a nonprofit publisher dedicated to breaking down the barriers to learning. Open Stax produces open source textbooks, meaning it is free for you to access. Some of the top entrepreneurship experts in the world have contributed to this textbook in support of the Open Stax mission.

**Supplemental Reading:**

Distributed in class or Blackboard throughout the semester.

**Course Description:**

**ENT 2501: Introduction to Entrepreneurship (3)**

A study in the foundations of entrepreneurship that can be applied to an individual venture, partnership, small business, or (as in intrapreneurship) a large organization. This course will develop the key elements around creating a business including idea generation, market analysis, business plan development, financing, learning, and building an organization.

**Learning Outcomes:**

Upon completion of this course you should:

1. Recognize the entrepreneurial potential within yourself and others in your environment and develop an appreciation for opportunity, how to recognize it, and how to evaluate it
2. Generate ideas for potential business opportunities and create a comprehensive business plan

3. Understand the process nature of entrepreneurship and intrpreneurship, and ways to manage the process
4. Identify the ways in which entrepreneurship manifests, including start-up, corporate, social, public sector, and other contexts

**Methodology:**

A combination of lecture, class discussion, guest speakers, case analysis, in-class activities, self-assessments and video examples will be employed throughout the semester. The comprehensive final project will include milestones throughout the semester.

**Rationale:**

This is a course designed to introduce the students to the concept of entrepreneurship. This course will serve as the foundation for the entrepreneurial concentration and will be the beginning of each student's new venture. Throughout the semester we will explore, critique, assess, and examine the concept of entrepreneurship. We will also discover that the mindset and spirit of entrepreneurship (as well as intrpreneurship) can be applied in an individual venture, partnership, small business or a large organizational structure.

Entrepreneurship will be embarked upon as a way of thinking and acting, as well as an attitude and a behavior. Our emphasis is on entrepreneurship as a process that can be applied as a stand-alone opportunity or one that can be applied in practically any organizational setting as an intrpreneur. The primary goal of this course is to provide an overview of entrepreneurship, touching on all the key elements around creating a business including idea generation, market analysis, business plan development, financing, learning and building an organization. You will even generate potential ideas for a new business venture. Students will develop their entrepreneurial efforts and generate a comprehensive business plan. You will work in virtual groups as a means to build on creative energy and strengths of each group member. You will create a comprehensive business plan and present that plan based on your entrepreneurial interests. We will challenge the status quo, generate many ideas and even more questions. Be prepared to develop, shape and defend your own ideas and conclusions.

**Participation and Attendance:**

Active participation is critical to your success in this course. The best learning is that which you make personal, so you are encouraged to take ownership of your experience in this course. If you miss a class, please inform me ahead of time whenever possible. Students are responsible for submitting assignments by the assigned due dates whether they are in attendance or not.

**Assignments and Grading:**

Details and due dates for each assignment will be provided in Blackboard during the week the assignment is introduced.

Business Plan 45%

4 milestones (5% each), final plan (15%), pitch (10%)

Exploring Main Street 10%

Shark Tank 10%

Entrepreneur Interview 10%

Weekly Quizzes 10%

Other Homework / Participation 15%

**Grading Scale:**

*A = 100-92 % A- = 91-90%*

*B+ = 89-88% B = 87-82% B- = 81-80%*

*C+ = 79-78 % C = 77-72% C- = 71-70%*

*D+ = 69-68 % D = 67-62% D- = 61-60%*

*F < 60%*

**Missed Work:**

Late permission may never be assumed. In the event of an emergency you are required to contact me if you cannot meet a deadline. Only reasons expressed in the catalog will be recognized. Any work received more than 24 hours a will be reduced by a minimum of one whole letter grade and no assignments will be accepted after three days.

**Academic Honesty: Honor Code**

"As a member of the Catawba College community, I will practice academic honesty, communicate truthfully, and show respect for the rights and property of others. I will also encourage others in the community to behave honorably."

"Academic dishonesty includes, but is not limited to, cheating, plagiarism, and lying about academic work. A student who submits the work of others, whether in whole or in part, without proper acknowledgement or permission, or who has falsified information within his own work, is in violation of the Honor Code, and is therefore subject to appropriate sanctions resulting from such a violation."

**Electronic Devices:**

The presence or use of electronic devices during exams will result in a 0 grade.

**Diversity and Inclusion:**

The Ketner School of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socioeconomic status.

**Class Policies:**

**1. Read the syllabus before class, and before you leave each class in preparation for the next week;** it will help you identify questions you may have that will assist you in understanding how to proceed.

**2. Read assignments before class.** If you do not understand concepts in the readings, please ask questions in class or contact the instructor.

**3. Your positive participation in class is welcome, anticipated and expected.** Attending class is expected, and completing the assignments can create a base of knowledge for you to draw from for years. A significant amount of learning will occur from class discussions and information disseminated in class. Missing class will mean you miss vital information. This is a course where you can build skills to help you to be successful in your college career and in your professional pursuits.

**4. The best way to reach me is by email.** I strive to respond to email within 24 hours.

**5. There are no makeup exams** (unless you have a documented excused absence).

**6. Academic Integrity:** Students have the responsibility to know and observe the requirements of honor code. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. **If you are caught cheating in this class you will fail the class.**

**7. Proofreading:** All written assignments should be carefully proofread. Deductions will be made if you haven't followed directions, have spelling or grammar errors, and if your writing is poor. Please use the writing center if you recognize that this is an area of weakness for you.

**8. Cell Phone and Laptop Usage:** Put your cell phones and laptops away while in class.

#### **Course Content:**

Chapter 1: The Entrepreneurial Perspective

Chapter 2: The Entrepreneurial Journey and Pathways

Chapter 3: The Ethical and Social Responsibilities of Entrepreneurs

Chapter 4: Creativity, Innovation, and Invention

Chapter 5: Identifying Entrepreneurial Opportunity

Chapter 6: Problem Solving and Need Recognition Techniques

Chapter 7: Telling Your Entrepreneurial Story and Pitching the Idea

Chapter 8: Entrepreneurial Marketing and Sales

Chapter 9: Entrepreneurial Finance and Accounting

Chapter 10: Launch for Growth to Success

Chapter 11: Business Model and Plan

Chapter 12: Building Networks and Foundations

Chapter 13: Business Structure Options: Legal, Tax, and Risk Issues

Chapter 14: Fundamentals of Resource Planning

Chapter 15: Next Steps

Chapter 16: Business Plan Presentations