



Syllabus



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BUS-301: Principles of Entrepreneurship

Course Description

- This course examines entrepreneurship with a focus on applying relevant concepts to assess business opportunities and plan for business success. Students will learn to analyze specific business issues and apply the strategic management process to business opportunities. In addition, students will apply financial ratio analysis and the principles of cash management to a small business and learn to evaluate a business plan.

Credit Hours: 3

Prerequisite Courses: None

Prerequisite Skills and Knowledge: None

Course Outcomes

Upon successful completion of this course, you should be able to:

1. Understand the theoretical underpinnings of entrepreneurship.
2. Understand the concepts that give business a persona.
3. Understand the activities that get a business started.
4. Understand the mentality that entrepreneurs must have based on the theory, persona, and activity of the business.

Note: *This course utilizes Online Educational Resources that are displayed in Student Resources within each workshop (or module).*

IWU Diversity Statement

IWU, in covenant with God's reconciling work and in accordance with the Biblical principles of our historic Wesleyan tradition, commits to build a community that reflects Kingdom diversity.

We will foster an intentional environment for living, teaching, and learning, which exhibits honor, respect, and dignity. Acknowledging visible or invisible differences, our community authentically values each member's earthly and eternal worth. We refute ignorance and isolation and embrace

deliberate and courageous engagement that exhibits Christ's commandment to love all humankind. (2016)

Grading Scale

NOTE: In graduate level courses, a grade of C- or below will require the course to be repeated.

Grade	Quality Points Per Credit	Percentage	Score
A	4.0	95%–100%	950–1,000
A-	3.7	92%–94.9%	920–949
B+	3.3	89%–91.9%	890–919
B	3.0	85%–88.9%	850–889
B-	2.7	82%–84.9%	820–849
C+	2.3	79%–81.9%	790–819
C	2.0	75%–78.9%	750–789
C-	1.7	72%–74.9%	720–749
D+	1.3	69%–71.9%	690–719
D	1.0	65%–68.9%	650–689
F	0.0	0%–64.9%	0–649

Grading Policies

Your grading policy for your course is dependent on your school and program. Your grading policies can be found in the [IWU Catalog](#).

Letter Grade Equivalencies

NOTE: In graduate level courses, a grade of C- or below will require the course to be repeated

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Grade	Description of Work
A	Clearly stands out as excellent performance. Has unusually sharp insights into material and initiates thoughtful questions. Sees many sides of an issue. Articulates well and writes logically and clearly. Integrates ideas previously learned from this and other disciplines. Anticipates next steps in progression of ideas. Example "A" work should be of such nature that it could be put on reserve for all cohort members to review and emulate. The "A" cohort member is, in fact, an example for others to follow.
B	Demonstrates a solid comprehension of the subject matter and always accomplishes all course requirements. Serves as an active participant and listener. Communicates orally and in writing at an acceptable level for the degree program. Work shows intuition and creativity. Example "B" work indicates good quality of performance and is given in recognition for solid work; a "B" should be considered a good grade and awarded to those who submit assignments of quality less than the exemplary work described above.
C	Quality and quantity of work in and out of class is average. Has marginal comprehension, communication skills, or initiative. Requirements of the assignments are addressed at least minimally.
D	Quality and quantity of work is below average. Has minimal comprehension, communication skills, or initiative. Requirements of the assignments are addressed at below acceptable levels.
F	Quality and quantity of work is unacceptable and does not qualify the student to progress to a more advanced level of work.

Course Workshop Summary

Workshop	Exercise*	Discussion*	Assignment*	C
Workshop One	2/0	3/90	1/70	
Workshop Two	2/0	3/90	1/70	
Workshop Three	1/0	4/165	1/70	

Workshop Four	1/0	3/115	2/120	
Workshop Five	1/0	2/40	2/170	
End of Course Survey				
TOTAL	7/0	15/500	7/500	

* Number of Activities/Sum Point Totals

Workshop One

Title	Due Dates	Time	Points
1.1 Reading	Due by the end of the workshop.	4 hours	0
1.2 Discussion: Concepts of Entrepreneurship	Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop.	2 hours	20
1.3 Assignment: Entrepreneurial Case Study	Due by the end of the workshop.	2 hours	70
1.4 Discussion: Leading an Entrepreneurial Effort	Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop.	5 hours	20
1.5 Discussion: OCLS Article Search	Post your response by the end of the workshop.	5 hours	50
1.6 Discussion: Entrepreneurial Profile	Due by the end of the workshop.	2 hours	0
Totals		20 hours*	160

Workshop Two

Title	Due Dates	Time	Points
2.1 Reading	Due by the end of the workshop.	4 hours	0
2.2 Discussion: Strategic Management	Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop.	2 hours	20
2.3 Assignment: Strategic Planning—Owning Your Own Business	Due by the end of the workshop.	5 hours	70
2.4 Discussion: Corporate Structures	Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop.	2 hours	20
2.5 Discussion: Franchising Vs. Buying Existing Business	Post your response by the end of the workshop.	2 hours	50
2.6 Exercise: Entrepreneurial Profile	Due by the end of the Workshop Three.	2 hours	0
Totals		17 hours*	160

Workshop Three

Title	Due Dates	Time	Points
3.1 Reading	Due by the end of the workshop.	4 hours	0
3.2 Discussion:	Post your initial response by the end of the fourth day of the		

Market Research and Customer Feedback	the fourth day of the workshop and your two responses by the end of the workshop.	2 hours	20
3.3 Assignment: Bootstrap Marketing	Due by the end of the workshop.	2 hours	70
3.4 Discussion: Pricing Strategies	Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop.	5 hours	20
3.5 Discussion: E-Commerce and Advertising	Due by the end of the workshop.	5 hours	50
3.6 Discussion: Entrepreneur Profile	Due by the end of the workshop.	2 hours	75
Totals		20 hours*	235

Workshop Four

Title	Due Dates	Time	Points
4.1 Reading	Due by the end of the workshop.	4 hours	0
4.2 Discussion: Cash Management	Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop.	2 hours	20
4.3 Assignment: OCLS Article Search	Due by the end of the workshop.	5 hours	50
4.4 Discussion: Ratio Analysis	Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop.	2 hours	20

4.5 Assignment: Elements of a Business Plan	Due by the end of the workshop.	5 hours	70
4.6 Discussion: Entrepreneur Profile Ranking	Due by the end of the workshop.	2 hours	75
Totals		20 hours*	235

Workshop Five

Title	Due Dates	Time	Points
5.1 Reading	Due by the end of the workshop.	4 hours	0
5.2 Discussion: Capital	Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop.	2 hours	20
5.3 Assignment: Site Selection	Due by the end of the workshop.	5 hours	70
5.4 Discussion: Ethics	Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop.	2 hours	20
5.5 Assignment: Entrepreneur Profile Reflection	Due by the end of the workshop.	5 hours	100
End of Course Survey	Due by the end of the workshop.	0 hours	10 extra credit

Reflect in ePortfolio

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Activity Details

Completion Summary

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Task: View this topic