



**McKendree University**  
**ENT-330 Process of Entrepreneurship**

The mission of McKendree University is to provide a high quality educational experience to outstanding students.

~Responsible Citizenship      ~Engagement  
~Academic Excellence      ~Lifelong Learning

**COURSE:** ENT-330-01

**LOCATION:** Online

**COURSE INFORMATION**

*Brightspace will be used to share information and documents.  
Also, monitor your McKendree University email daily for course information.*

**Teaching Philosophy:**

My goal is to engage students in learning that prepares them for a career in business. My focus is on active and dynamic learning that prepares the student for real-world scenarios in the workplace.

**How to Succeed in this Course:**

Success in this course comes easily with the right attitude. Students should come to class eager to learn, and they should participate in all of the learning and assessment activities with an open mind, as well as a positive attitude. I am eager to help students who are proactively engaged in the process.

**Course Description:**

This course provides an in-depth discussion and analysis of the process of entrepreneurship. The focus is on two fundamental areas: business formation and the business plan. A thorough examination will be conducted of critical aspects, such as selecting the correct entity, intellectual property rights, legal considerations, and hiring. A comprehensive business plan will be developed based on the business idea of the individual student entrepreneur. The development of the business plan includes guidance on how to present the idea and plan to investors.

**Course Text and Materials:**

There is no textbook or materials required for this course.

**COURSE DELIVERABLES**

**Business Idea Quiz (50)** – The business idea quiz is a questionnaire that enables you to see where you're at with your business idea. This quiz sets the stage for critical issue development like competitive advantage, target market, monetization, marketing, and funding.

**Business Plan Assignments (500)**

The signature assignment for this course is a business plan that you will create for your proposed company. The business plan serves as the proposal for any person you wish to take interest (e.g. lenders, investors, or partners). In this course, you will develop a business plan based on the idea that you wish to turn into a business. There are many versions of business plans, but there are essential elements that must be present.

The assignments will be broken into 4 parts – The executive summary, the marketing plan, the financial projections, and the final product. Each of these sections is worth 100 points and the final turn in is worth 200.

**Presentation Pitch (200)**

This is where you pitch your plan. You will have the choice of taping your presentation and sending it to me or presenting to me via a Zoom or Teams call.

### Background Assignments (100)

These assignments are NOT part of the business plan itself. Rather, they are background assignments that will help support your business and your plan. They will be submitted on their own and NOT as part of the plan.

### Discussion Posts (150)

You will have three (3) questions that will be posed that will need discussion. I encouraged responses, but your primary grade will be on the ability to demonstrate mastery of the particular topic.

### Assignment Summary

| Assignment   | Points             |
|--|--------------------|
| <b>Business Plan Assignments</b><br>Business Plan Part 1<br>Business Plan Part 2<br>Financial Projections<br>Final completion  | <b>500 points</b>  |
| <b>Business Plan Pitch Presentation</b>  | <b>200 points</b>  |
| <b>Background Assignments</b><br>Entrepreneur Quiz (25 pts)<br>Skills Assessment (25 pts)<br>Support System Worksheet (25 pts)<br>Entrepreneurial Potential Self-Assessment (25 pts) | <b>100 Points</b>  |
| <b>Business Idea Quiz</b>  | <b>50 points</b>   |
| <b>Discussion Boards</b><br>3 Boards X 50 points each  | <b>150 Points</b>  |
| <b>Total</b>   | <b>1000 Points</b> |

Individual grades will be assigned according to the following scale:

|    |          |    |               |
|----|----------|----|---------------|
| A  | 93-100%  | C+ | 77-79.9%      |
| A- | 90-92.9% | C  | 73-76.9%      |
| B+ | 87-89.9% | C- | 70-72.9%      |
| B  | 83-86.9% | D  | 60-69.9%      |
| B- | 80-82.9% | F  | Less than 60% |

### CLASS SCHEDULE

| Date   | Activities | Assignment(s)   |
|--------|------------|---|
| Week 1 | Module 1   | Entrepreneur Quiz   |
|        |            | Skills Assessment<br>Support System<br>Discussion Board 1 |
| Week 2 | Module 2   | Discussion Board 2<br>Business Idea Quiz                  |

| Date   | Activities | Assignment(s)   |
|--------|------------|---|
| Week 3 | Module 3   | Discussion Board 3<br>Entrepreneurial Potential Self-Assessment |
| Week 4 | Module 4   | BP Template Part 1  |
| Week 5 | Module 5   | BP Template Part 2  |
| Week 6 | Module 6   | BP Template Part 3 - Financials                                 |
| Week 7 | Module 7   | BP Final and Complete Turn-in                                   |
| Week 8 | Module 8   | BP Pitch Presentation   |

## COURSE POLICIES

### **Academic Honesty:**

Any student detected of cheating or engaging in plagiarism on any exam or paper, or participating in any other form of academic dishonesty, will receive the appropriate sanctions, which can include a failing grade ("F") for the course. Please visit with me regarding any questions. In cases of serious violations, additional sanctions (such as academic probation or suspension) are possible.

### **ADA Policy:**

A student requiring assistance with the technical portions of the course should contact the Instructor or the Academic Support Center. Services for Students with disabilities are provided through the McKendree Student Success and Advising Center in order to help the student integrate into the entire university experience. The Student Success and Advising Center provides coordination and implementation of special accommodations for students with documented disabilities.

### **Attendance:**

While this is an online class, we will have weekly Teams meetings. These are voluntary but students have found them to be quite helpful. If you are unable to attend but would like to get the information from these sessions, let me know and we will work out an alternative. I do this in order to provide clarification and answer questions students are having throughout the course.

### **Brightspace:**

Brightspace is a critical tool for this course. The syllabus, lectures, discussions, external links, and a grade book are available for student use. ALL ASSIGNMENTS should be submitted on Brightspace but will make exceptions if we need to by having the student email me the assignment at dchaffin82@hotmail.com.

To use Brightspace on a computer outside McKendree, you must have "Java Runtime Environment" installed. Certain popup blockers will also interfere with Brightspace. You should make McKendree a "trusted site". If you have questions, email the IT helpdesk at McKendree.

### **Challenges to Academic Decisions:**

Students who think that their work has been improperly evaluated or who think that they have been unfairly treated in any academic decision may use the grievance procedures found in the catalog.

### **Communications:**

|  |
|--|
| <p>Maximum response time by the instructor will be within 48 hours of the student's inquiry. Inquiries should be made through a request during class, email, or phone. If you contact me via my personal email at <a href="mailto:dchaffin82@hotmail.com">dchaffin82@hotmail.com</a>, you will usually have follow up much quicker.</p>  |
| <p><b>Course Deletions/Additions:</b><br/>Students may drop or add courses according to the schedules posted by the Office of Academic Records for each semester. Drops and adds are not effective until recorded by the Registrar. A course may not be added after one week from the first class meeting.</p>   |
| <p><b>Late Assignments:</b><br/>All assignments are required to be turned in by the assigned due date. Late assignments are not accepted. In the unlikely event an assignment was accepted late, it will be <i>penalized a minimum of 20% of the grade</i>. Higher penalties may be given on a case-by-case basis after the instructor has reviewed the situation.</p>   |
| <p><b>Email:</b><br/>Every student is issued a McKendree email account, which is one of the major means of communication from departments such as the Office of Academic Records, Student Affairs and the Business Office. All students are responsible for checking their McKendree email accounts regularly, and are accountable for information disseminated to their email accounts. Failure to read university communications sent to McKendree email accounts does not absolve students from knowing and complying with the content of these communications.</p>   |
| <p><b>Severe Weather Policy:</b><br/>Under severe weather conditions, university officials will announce whether the university is open, closed, or on a snow schedule. Announcements for the Lebanon Campus will be posted on the McKendree web site, KMOX radio (1120 AM), and KMOV television (Ch. 4).<br/>Snow schedule – Lebanon Classes beginning at 8:00 a.m. and 9:00 a.m. are cancelled; 9:30 a.m. classes will begin at 10:00 a.m. Normal class schedule resumes beginning with 10:00 a.m. classes. All offices open at 10:00 a.m.<br/>Students taking courses at locations other than the Lebanon campus should check their email and contact the director of their program for additional information about weather related class cancellations.</p> |