

<b>Course Name and Number</b>	BUS-361: Starting a New Business Venture	<b>Term</b>	INSERT
<b>Faculty Name</b>	INSERT	<b>Virtual Office Hours</b>	INSERT
<b>Phone Number</b>	INSERT	<b>ODU Email Address</b>	INSERT
<b>Course Type</b>	This is a fully online course completed via <a href="#">PantherLearn</a> . It is asynchronous and so weekly pre-recorded lectures will be provided each week.		

## Course Overview

### COURSE GOAL STATEMENT

This course focuses on the start-up phase of the entrepreneurial venture as well as all the related financial, operational, marketing, and relational challenges. It also examines attributes of successful new businesses as well as issues related to the innovation of new products and services. Finally, the course provides students an opportunity to build and present a business plan for a new venture. Prerequisites: BUS 240 and junior or senior standing.

### INSTRUCTIONAL OBJECTIVES

At the completion of this course, each student will be expected to demonstrate measurable outcomes of course objectives by the following means:

#### Knowledge

1. Explain how to avoid start-up surprises when building an entrepreneurial endeavor.
2. Differentiate between entrepreneurship, social entrepreneurship and intrapreneurship.

#### Skills

1. Demonstrate how to analyze fixed and variable, the elements of a financial statement and cash flows.
2. Analyze how to secure financing for a start-up when they can discuss a start-up's challenges around financing.
3. Construct the basics of a business plan.
4. Select strategies for developing entrepreneurial leadership styles.
5. Identify entrepreneurial business opportunities and generate ideas.

#### Attitudes/Dispositions

1. Critique the growth and exit strategies of successful entrepreneurs and innovators.
2. Create ways to share their perspectives on innovation and entrepreneurship using technology.

### REQUIRED TEXTBOOKS

Entrepreneurship, 2020, Fifth Edition, by Steve Mariotti and Caroline Glackin. ISBN: 978-0-13-5210529

### GRADE BREAKDOWN

Student grades will be determined in the following way.

Types of Assignments	Number of Each Type	Points for each	Total Percentage	Total Points
Journal Entries	3	75	22.5%	225
Quizzes	2	100	20%	200
Podcast Analysis Discussion and Two Reflections	1	125	12.5%	125
Business Plan Project				

Checkpoints	5	25	12.5%	125
Business Plan	1	200	20%	200
Pitch Deck Presentation	1	125	12.5%	125
<b>Grand Totals</b>	<b>13</b>		<b>100%</b>	<b>1000</b>

## ASSIGNMENT DETAILS

### 1. Journal Entries

**Assignment Purpose:** Journaling generally involves the practice of keeping a diary or journal that explores thoughts and feelings surrounding the events of your life. Journaling allows people to clarify their thoughts and feelings, thereby gaining valuable self-knowledge. It's also a good problem-solving tool; oftentimes, you can hash out a problem and come up with solutions more easily on paper.

**Instructions:** On the designated weeks, you will submit your journal to the Dropbox by Sunday night at 11:59 p.m. These journals will be for you only (and submitted to PantherLearn, but not shared with the class). On the designated weeks, there will be a new theme for your journal entry. Some weeks you will be asked to write your entries over a series of days or do a single entry for the week. Generally, journal posts should be 350 to 500 words in length. You will upload the entire journal entry for the week into your single Dropbox.

### 2. Quizzes

**Assignment Purpose:** The quizzes will give you a chance to demonstrate your mastery of the content covered so far in the course.

**Instructions:** The two quizzes will be a mix of multiple-choice, true/false, and essay questions. Quizzes will be due by Sunday night at 11:59 p.m.

### 3. Podcast Analysis Discussion and Two Reflections

**Assignment Purpose:** Podcasts provide the innovator or entrepreneur an effective way to reach and influence customer segments. Podcasting (creating an audio "broadcast" which shares your passion, interest, or expertise with listeners), is a much less crowded and competitive space than blogging, making now the perfect time to learn about the world of podcasting for your business or social enterprise.

**Instructions:** You will listen to the podcast assigned to you from the list of *How I Built This with Guy Raz* podcasts provided by the instructor. You will post your Podcast Analysis to the Discussion Board by Wednesday at 11:59 p.m. Throughout the next week, you will be required to listen to the *How I Built This with Guy Raz* podcast analyzed by two of your classmates, read and reflect on their analysis posts, and reply to each of them with your thoughts. Both replies will be due by Sunday night at 11:59 p.m.

### 4. Business Plan

**Assignment Purpose:** This assignment allows you to develop your ability to pull together the elements needed to start or improve your own business.

**Instructions:** For this assignment, you will be required to create a business plan for a new or existing small business. First, you must identify an existing small business to use for the project. For the purposes of this assignment, a small business is one that employs fewer than 50 people. After you've selected the business to use for the plan, begin research so you can create a small business plan that is geared towards making improvements in the business and/or getting the small business off the ground. Periodic Business Plan Checkpoints will help you keep on track. You will submit a Business Plan Paper, as well as a Pitch Deck Presentation. See PantherLearn for additional details on all parts of the Business Plan Assignment, as well as samples and templates to help you.

## COURSE SCHEDULE

	Required Readings	Assignments Due
<b>Week One: How can I better understand &amp; manage costs in an entrepreneurial venture?</b>		
Date to date	Chapter 7	Journal Entry 1 Business Plan Checkpoint 1
<b>Week Two: How can I use financial statements to guide my business?</b>		
Date to date	Chapter 8	Business Plan Checkpoint 2
<b>Week Three: What do I need to know about cash flow and taxes?</b>		
Date to date	Chapter 9	Podcast Analysis Discussion and Two Reflections Business Plan Checkpoint 3
<b>Week Four: How can I finance my start-up?</b>		
Date to date	Chapter 10	Quiz 1
<b>Week Five: What legal and risk issues should I address?</b>		
Date to date	Chapter 11	Journal Entry 2 Business Plan Checkpoint 4
<b>Week Six: How do I ensure I can operate my business for success?</b>		
Date to date	Chapter 12	Journal Entry 3 Business Plan Checkpoint 5
<b>Week Seven: How can I be the best leader that I can be for my entrepreneurial venture?</b>		
Date to date	Chapter 13	Business Plan
<b>Week Eight: What has creating a business plan &amp; pitch deck taught you about the start-up process?</b>		
Date to date	Chapter 14	Quiz 2 Pitch Deck Presentation

## Instructor Information

## INSTRUCTOR POLICIES [Update this policy to meet your course needs.]

- You and I will exchange emails using only our ODU email addresses; check your inbox as many times as possible during the day, but at least **twice**. Email and PantherLearn News Items count as *official* instructor communication. Email is the absolute best way to contact me with any questions, comments, or concerns.
- You may also contact me via phone call and/or text message at the following mobile number:**
- You are required to complete all assignments by the dates indicated in the syllabus. Submit all assignments, unless otherwise instructed, through PantherLearn. Unless I indicate otherwise, all assignments are due by 11:59 pm on the indicated due date shown in the Course Schedule.
- I will let you know of any changes as far in advance as possible.

## DEADLINES, LATE, AND MAKE-UP WORK POLICY [Update this policy to meet your course needs.]

- All assignments are open and available for submission well in advance of the due date, and so I rarely accept late assignments.
- I understand, however, that sometimes life happens so **I will accept late assignments with a 5-point deduction for each day late. All assignments must be submitted at the end of the term with ample time for me to grade them. I will let you know the last day of the term I will accept late assignments.**

## ASSESSMENT FEEDBACK [Update this policy to meet your course needs.]

I will post grades in the PantherLearn gradebook for all assignments within **96 hours** of the due date, or of the date received if later, with my comments as appropriate.

## **RUBRICS** [Delete if rubrics are not used in your course.]

Assignments will be scored according to grading rubrics. A grading rubric is a list of specific and measurable criteria for evaluating course work. View grading rubrics prior to beginning work on an assignment to help guide your successful completion of the task. View rubrics a second time once a grade has been posted in order to see instructor feedback.

## **ACADEMIC INTEGRITY** [Update this policy to meet your course needs.]

Plagiarism is not tolerated in this course. **All plagiarized work will receive a score of zero, and I will complete the Academic Disciplinary Form to submit to the Office of Academic Affairs.** The Library has an excellent website discussing all aspects of academic integrity at ODU, which I strongly encourage you to read [here](#).

# ODU Online Student Policies

## **ACCELERATED FORMAT**

You are enrolled in an Accelerated format class at Ohio Dominican University. Taking an Accelerated format class means that you will be achieving the same learning outcomes as a full-term semester in only *8 weeks*. It is essential for students to be organized and stay on top of their work in an Accelerated format class. The time frame in an Accelerated format class is compressed, **but the standards and expectations remain the same as a full-term class.**

## **TECHNOLOGY SKILLS AND EQUIPMENT**

Online students are expected to possess a basic understanding of how to use and navigate a computer. To be a successful online student, you should be able to:

- Download, install, launch, and quit applications such as Microsoft Word or a web browser.
- Create, edit, and save files using word processing, spreadsheet, or presentation software applications.
- Configure and use an email client to retrieve, view, create, and send email messages including messages with attachments.
- Operate a web browser, including navigating web pages, clearing a browser's cache and installing or disabling plugins.
- Update your computer operating system and computer software applications.
- Access and change computer operating system settings and computer software application preferences, options, settings.
- Use a webcam and microphone to record video presentations.

## **STUDENT PARTICIPATION AND ATTENDANCE**

- *Time:* the expectation is that you log in and spend 7-9 hours working on this course each week, including watching videos, reading course materials, and completing assignments. The time you spend on the course will vary depending on how you prefer to experience the course, for example, in one or two sittings or over several different sittings.
- *Before Class Starts:* you should have access to the course before the first day of class. Spend that time reading the syllabus, reviewing all items in the Start Here module, reading any assignment details provided, and making a plan for when you will get the work done.
- *No Shows:* students will be reported to the Registrar as a “no show” if they have not participated in the course during the first full week of classes. Participation includes completing any graded or non-graded assignments, such as an Introduce Yourself discussion post. When the student is reported as a “no show,” the Registrar’s office will then delete the student from the class.
- *Attendance:* while there is no official attendance policy in online courses, please do not take a vacation without Internet access or put the class on hold because life becomes too hectic, thinking you can make up all the work at the end of the term. The course is designed to pace your learning, allowing you to gradually build skills which will help you succeed. If you experience, or anticipate you will experience, an absence from the course due to technical or medical reasons, please contact me directly so we can discuss your options.

## DROPPING THE COURSE

University policies will be followed; indicating to your instructor a desire to drop the course does not mean the course has been dropped. Consult your academic advisor, or the academic calendar, for exact dates for formally dropping a course without penalty.

## ONLINE STUDENT CONDUCT AND (N)ETIQUETTE

Taking an online course and corresponding via the Internet presents communicators with a challenging task. It is important to remember several points of etiquette that will smooth communication between us.

- Read first, write later. It is important to read all posts or comments of students and myself within the course discussion before personally commenting to prevent repeating commentary or asking questions that have already been answered.
- Avoid language that may come across as strong or offensive. Language can be easily misinterpreted in written communication. Review your written communication to make sure that outsiders reading it would not be offended, then post the statement. Humor and sarcasm may easily be misinterpreted as well, so try to be as matter of fact and professional as possible.
- Follow the language rules of the Internet. Do not write using all capital letters because it will appear as shouting. Avoid the use of “texting” jargon and abbreviations as they can be misinterpreted. The use of emoticons, however, is appropriate and in fact can be helpful when used to convey nonverbal feelings ;)
- Consider the privacy of others. Ask permission prior to giving out a classmate's email address or other information.
- No inappropriate material. Do not forward virus warnings, chain letters, jokes, etc., to classmates or instructors. The sharing of pornographic material is forbidden.

## REQUIRED STYLE

Division of Business courses, upper-level courses, and graduate programs at Ohio Dominican University have adopted the style-guide appropriate for its discipline, the *Publication Manual of the American Psychological Association (APA)*. In this course, it is expected that all references, citations, and formats for submitted work must follow APA format.

## WRITTEN ASSIGNMENT GRADING CRITERIA [Update this policy to meet your course needs.]

All written work should be presented in a professional style and follow the basic principles of effective written communication.

- Adherence to APA standards, including double-spaced; 1-inch margins; 12 pt. font.
- Free from grammatical and typographical errors.
- Demonstrates college-level critical thinking, reflection, and analysis skills.
- Demonstrates the ability to develop independent thought and original ideas; do not simply paraphrase readings or other sources. All college-level work requires deep analysis of information, application of information, and synthesis of original concepts or solutions.
- All written work submitted will be graded on both composition and content.

All written assignments must be submitted through PantherLearn **where your assignments may be checked for originality by Turnitin.**

## GRADING SCALE

I will record student proficiency in this course using the following letter grades:

%	Pts.	%	Pts.
<b>A</b> 95-100	950 – 1000	<b>C</b> 74-76.9	740 – 869
<b>A-</b> 90-94.9	900 – 949	<b>C-</b> 70-73.9	700 – 739
<b>B+</b> 87-89.9	870 – 899	<b>D+</b> 67-69.9	670 – 699
<b>B</b> 84-86.9	840 – 869	<b>D</b> 64-66.9	640 – 669

<b>B-</b> 80-83.9	800 – 839	<b>D-</b> 60-63.9	600 – 639
<b>C+</b> 77-79.9	770 – 799	<b>F</b> ≤ 59.9	≤ 599

## ODU Services / Resources

### ODU HELPDESK

Students are responsible for assuring any computer used for ODU courses is capable of uploading content to drop boxes. If you are experiencing any technological difficulties with your computer, PantherLearn, Email, or any other ODU system, the ODU Helpdesk is available to assist you. The Helpdesk is located on the second floor of Spangler Learning Center and can be reached at (614) 253-3633 or [helpdesk@ohiodominican.edu](mailto:helpdesk@ohiodominican.edu). The FAQ page is found [here](#).

### DISABILITY SERVICES

It is the policy and practice of Ohio Dominican University to provide reasonable accommodations for students with properly documented disabilities. Students who need accommodations for a disability must first register with the Disability Services Office (DSO) to verify the disability and to establish eligibility for accommodations. Students who have questions about Disability Services are invited to contact the Coordinator of Disability Services in Spangler Learning Center Room 227 by email [DisabilityServices@ohiodominican.edu](mailto:DisabilityServices@ohiodominican.edu) or phone (614) 251-4233 for a confidential discussion. Once you are registered with the DSO, please speak with your instructor about how to enact your accommodations for this class.

### LIBRARY SERVICES

The ODU Library is located in the Spangler Learning Center. If you need (e)books, articles, or other materials, you may need to access library resources. Library services are available to help you manage your library account, help find and access the items you need, and assist you with learning how to navigate through the resources. If you need to do any research, start as soon as possible. You may need time to obtain a full-text resource, and you may need time to ask a librarian for help. To use the library's databases and other resources for this course, go [here](#) and choose your database(s) alphabetically or by subject. If you have a question for a librarian, further assistance is available [here](#) or by calling (614) 251-4754.

### ACADEMIC RESOURCE CENTER (TUTORING)

Located in the Spangler Learning Center, the Academic Resource Center (ARC) is dedicated to helping students succeed and excel in their studies by providing assistance in writing, math, course-specific content, test preparation, and general study skills. The Center's mission is to support students enrolled at Ohio Dominican University in their effort to achieve academic success, realize their life goals, and become independent, self-directed, life-long learners. To find out more, visit their homepage [here](#). To email the ARC: [academicresourcecenter@ohiodominican.edu](mailto:academicresourcecenter@ohiodominican.edu).

#### The Academic Center for Excellence

The Academic Center for Excellence, (Spangler 207 annex) provides face-to-face assistance with course-specific content and general learning strategies. You may visit on a drop-in basis or make an appointment for an in-person meeting by using the online appointment system on our website [here](#), which also provides the current drop in schedule and links to numerous online resources.

#### The Write Place

Assistance with writing is available free of charge for this course through the Academic Resource Center at the Write Place (Spangler 206B), where specialists are available to assist you at any stage of the writing process.



- **Electronically:** Contact the Write Place through email ([writeplace@ohiodominican.edu](mailto:writeplace@ohiodominican.edu)) and initiate a conversation about your writing assignment. Allow 24-48 hours to receive a response from a writing consultant.
- **On Campus:** If you are in the Columbus area, you are encouraged to visit the Write Place (Spangler 206B), for a face-to-face session. See the Write Place website [here](#) for the current schedule. You can drop in any time during open hours, or make an appointment by emailing [writeplace@ohiodominican.edu](mailto:writeplace@ohiodominican.edu), using the online appointment system [here](#), or calling (614) 251-4510.

## The Math Lab

At the Math Lab (Spangler 206A), students can get assistance with most ODU math courses numbered 240 and below. The Math Lab can also assist with quantitative aspects of business and science courses. Students may also visit the lab with questions as they prepare for standardized tests such as the Praxis Core, GRE, and MCAT.

You may visit on a drop-in basis whenever the lab is open or make an appointment for a personal, face-to-face or online tutoring session by emailing [mathlab@ohiodominican.edu](mailto:mathlab@ohiodominican.edu), using the online appointment system [here](#), or calling (614) 251-6674. The current drop-in schedule is online [here](#).

## RETENTION ALERT

Ohio Dominican University utilizes Retention Alert, an early alert system, in an effort to help students receive the resources and support they need to be successful. Should I become concerned about your academic performance and/or overall wellbeing, it is likely that I will refer you to a member of Ohio Dominican University's Student Success Team. The early alert system can provide you with additional services and support. Please know that both Ohio Dominican University and all its faculty members, including myself are committed to doing everything we can to help you be successful in your academic studies.

## COUNSELING SERVICES

Counseling Services is located in the Griffin Student Center, room 235. If you are experiencing personal problems, stress, study or time management difficulties, or mental health related concerns that you feel may adversely impact your ability to be a successful student at ODU, please contact the Counseling Services Office by phone at (614) 251-4570 or through email at [counselingservices@ohiodominican.edu](mailto:counselingservices@ohiodominican.edu) to set up a free and confidential appointment.

## HEALTH SERVICES

Health Services is also located in the Griffin Student Center, room 235. Health Services are open to all students requiring primary care, assessment, evaluation, and treatment options. There is no cost for services, supplies, cold care kits, or over-the-counter medications. A Physician Assistant is available Monday through Thursday, 10 am – 1:30 pm **by appointment**. Services include Athletic physicals, allergy injections, TB screening and testing for Group A Streptococcus, Infectious Mononucleosis, Blood Sugar, and consultation and referral to health care providers in the community as indicated. Contact the Health Services Office by phone at (614) 251-4570 or through email at [wellnesscenter@ohiodominican.edu](mailto:wellnesscenter@ohiodominican.edu) to schedule a free and confidential appointment.

## CAREER DEVELOPMENT CENTER

The Career Development Center (CDC) is a critical resource on campus to support your success at ODU and after graduation. The CDC assists with every phase in the career development process: self-exploration, major & career exploration, internship and job searching, resume + cover letter writing, and interviewing. Contact our office in Erskine 108 via phone at (614) 251-4733 or email [careercenter@ohiodominican.edu](mailto:careercenter@ohiodominican.edu). Visit our website [here](#) for more information.

Activate your account in **Handshake** [here](#), our online career community, to make an appointment with a career coach and to access amazing job and internship opportunities.

## **UNDERGRADUATE ORIENTATION AND PANTHERLEARN TRAINING**

If this is your first online course, you must complete the [Student PantherLearn Training](#) course and visit the Undergraduate Orientation course before beginning your classwork. You will find the courses in the "Select a course..." dropdown list at the top of your PantherLearn Home Page. If you do not see the courses, then email the Helpdesk at [helpdesk@ohiodominican.edu](mailto:helpdesk@ohiodominican.edu).