

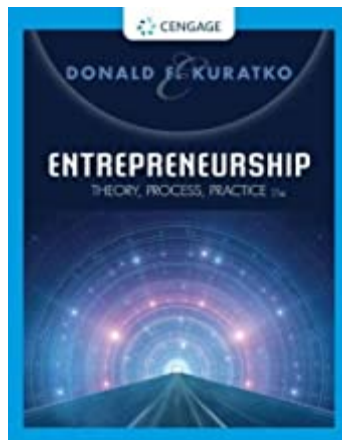
# BUSI 443, Entrepreneurship, Syllabus (3 credits)

## COURSE DESCRIPTION

Students explore the process of starting a new business and then effectively managing it. Emphases include the traits of entrepreneurs, creating the business plan, start-up challenges, researching and evaluating markets, forms of ownership, market positioning, financial controls and sources of revenue, and promotion.

## REQUIRED TEXTS & RESOURCES

Kuratko, D. F. (2019). *Entrepreneurship: Theory, process, practice 11<sup>th</sup> ed.* Cengage Learning, Boston, MA. ISBN: 978-0-357-03389-0



**NOTE:** The Point University Bookstore may offer the textbook(s) for this course in other formats. Information can be found at [www.pointuniversityshop.com](http://www.pointuniversityshop.com)

## COURSE SCHEDULE

Each course begins on a Wednesday with a Getting Started module before moving into the week 1-7 content. The introduce yourself forum is required during the Getting Started module in order to be counted present during this half-week of instruction. The introduce yourself forum is open from the start of the course to the first Sunday. All posts are due by Sunday at 11:59 p.m. Participation is required to be marked present for this time period. Keep in mind that in future weeks, forum due dates may be different.

Unless stated otherwise, graded assignments are due on the last day of the course week (Sunday). <http://point.edu/course-schedules/>

Learning Activities	Graded Assignments	
Preview Week	<b>Course Introduction; Introduce Yourself</b>	
	Welcome Discussion (Introductions and meet and greet your classmates)	Due Preview Week Day 3 (Wednesday)

<b>Week 1</b>	<b>(Part I: The Entrepreneurial Mind-Set in the Twenty-First Century)</b>	
	Reading Chapter 1: Entrepreneurship: Evolutionary Development—Revolutionary Impact; pages 1-24	N/A
	Reading Chapter 2: The Entrepreneurial Mind-Set in Individuals: Cognition and Ethics; pages 29-53	N/A
	Review Lecture PPT Presentation Chapter 1	N/A
	Review Lecture PPT Presentation Chapter 2	N/A
	Review Support Video(s) Chapter 1 and Chapter 2	N/A
	Week 1 Discussion Topic: Owning a Business	Due Week 1 Day 5 (Friday) Initial Post. One participation post response by the end of the week Due Week 1 Day 7 (Sunday)
	Week 1 Assignment: Franchises	Due Week 1 Day 7 (Sunday)
	Week 1 Final Project Activity #1: Strategic Management Plan	Due Week 1 Day 7 (Sunday)
<b>Week 2</b>	<b>(Part I: The Entrepreneurial Mind-Set in the Twenty-First Century)</b>	
	Reading Chapter 3: The Entrepreneurial Mind-Set in Organizations: Corporate Entrepreneurship; pages 58-79	N/A
	Reading Chapter 4: Social Entrepreneurship and the Global Environment for Entrepreneurship; pages 83-103	N/A
	Review Lecture PPT Presentation Chapter 3	N/A
	Review Lecture PPT Presentation Chapter 4	N/A
	Review Support Video(s) Chapter 3 and Chapter 4	N/A
	Week 2 Discussion Topic: Social Responsibility and Ethical Behavior	Due Week 1 Day 5 (Friday) Initial Post. One participation post response by the

		end of the week Due Week 1 Day 7 (Sunday)
	Week 2 Assignment: Creating a Technology Plan	Due Week 1 Day 7 (Sunday)
	Week 2 Final Project Activity #2: Planning and Strategizing for Small Businesses	Due Week 1 Day 7 (Sunday)
<b>Week 3</b>	<b>(Part II: Initiating Entrepreneurial Ventures)</b>	
	Reading Chapter 5: Innovation: The Creative Pursuit of Ideas; pages 107- 123	N/A
	Reading Chapter 6: Assessment of Entrepreneurial Opportunities; pages 126-147	N/A
	Review Lecture PPT Presentation Chapter 5	N/A
	Review Lecture PPT Presentation Chapter 6	N/A
	Review Support Video(s) Chapter 5 and Chapter 6	N/A
	Week 3 Discussion Topic: Government Obligations	Due Week 1 Day 5 (Friday) Initial Post. One participation post response by the end of the week Due Week 1 Day 7 (Sunday)
	Week 3 Assignment: Promotion Strategy	Due Week 1 Day 7 (Sunday)
	Week 3 Final Project Activity #3: Pricing Strategies	Due Week 1 Day 7 (Sunday)
<b>Week 4</b>	<b>(Part II: Initiating Entrepreneurial Ventures)</b>	
	Reading Chapter 7: Pathways to Entrepreneurial Ventures; pages 155- 177	N/A
	Reading Chapter 8: Sources of Capital for Entrepreneurs; pages 180-202	N/A
	Review Lecture PPT Presentation Chapter 7	N/A
	Review Lecture PPT Presentation Chapter 8	N/A
	Review Support Video(s) Chapter 7 and Chapter 8	N/A
	Week 4 Discussion Topic: Franchising	Due Week 1 Day 5 (Friday) Initial

		Post. One participation post response by the end of the week Due Week 1 Day 7 (Sunday)
	Week 4 Assignment: Global Expansion	Due Week 1 Day 7 (Sunday)
	Week 4 Final Project Activity #4: Inventory Management	Due Week 1 Day 7 (Sunday)
<b>Week 5</b>	<b>(Part III: Developing the Entrepreneurial Plan)</b>	
	Reading Chapter 9: Legal Challenges for Entrepreneurial Ventures; pages 207-231	N/A
	Reading Chapter 10: Marketing Challenges for Entrepreneurial Ventures; pages 233-255	N/A
	Review Lecture PPT Presentation Chapter 9	N/A
	Review Lecture PPT Presentation Chapter 10	N/A
	Review Support Video(s) Chapter 9 and Chapter 10	N/A
	Week 5 Discussion Topic: Entrepreneurial Plan	Due Week 1 Day 5 (Friday) Initial Post. One participation post response by the end of the week Due Week 1 Day 7 (Sunday)
	Week 5 Assignment: Small Business Insurance	Due Week 1 Day 7 (Sunday)
	Week 5 Final Project Activity #5: Inventory Management	Due Week 1 Day 7 (Sunday)
<b>Week 6</b>	<b>(Part III: Developing the Entrepreneurial Plan)</b>	
	Reading Chapter 11: Financial Preparation for Entrepreneurial Ventures; pages 257-288	N/A
	Reading Chapter 12: Developing an Effective Business Plan; pages 289-334	N/A
	Review Lecture PPT Presentation Chapter 11	N/A
	Review Lecture PPT Presentation Chapter 12	N/A

	Review Support Video(s) Chapter 11 and Chapter 12	N/A
	Week 6 Discussion Topic: Components of a Business Plan	Due Week 1 Day 5 (Friday) Initial Post. One participation post response by the end of the week Due Week 1 Day 7 (Sunday)
	Week 6 Assignment: Case Research	Due Week 1 Day 7 (Sunday)
	Week 6 Final Project Activity #6: Ethics Code and Hiring Strategy	Due Week 1 Day 7 (Sunday)
<b>Week 7</b>	<b>(Part IV: Growth Strategies for Entrepreneurial Ventures)</b>	
	Reading Chapter 13: Strategic Entrepreneurial Growth; pages 374-396	N/A
	Reading Chapter 14: Valuation of Entrepreneurial Ventures; pages 400-419	N/A
	Reading Chapter 15: Harvesting the Entrepreneurial Ventures; pages 429-467	N/A
	Review Lecture PPT Presentation Chapter 13	N/A
	Review Lecture PPT Presentation Chapter 14	N/A
	Review Lecture PPT Presentation Chapter 15	N/A
	Review Support Video(s) Chapter 13, Chapter 14 & Chapter 15	N/A
	Week 7 Discussion Topic: Valuation Fairness	Due Week 1 Day 5 (Friday) Initial Post. One participation post response by the end of the week Due Week 1 Day 7 (Sunday)
	Week 7 Final Project: Creating a Business Plan (complete)	Due Week 1 Day 7 (Sunday)

## GRADING POLICIES

### Course Evaluation Plan

An assessment instrument (checklist, rubric, quiz, etc.) will accompany each major graded assignment. See the instructions for specific assignment criteria and accompanying grading instruments.

### Points Distribution

Graded assignments will be distributed as follows:

Graded Assignments	Points Possible
Introduction (1 initial post x 15 pts) (1 response 5 pts)	20
Discussion Forums (7 x 40 pts)	280
Assignments ( 6 x 50 pts)	300
Final Project Activities Weeks 1-6 (6 x 50 pts)	300
Final Project: Business Plan (Complete; 100 pts)	100
<b>Total Points:</b>	<b>1,000</b>

### Final Grades

The following scale will be used when calculating final grades:

A	90-100%	D	60-69%
B	80-89%	F	0-59%
C	70-79%		

Final grades will be posted according to the Academic Calendar:

<http://point.edu/academic-calendar/>

## COURSE LEARNING GOALS & OBJECTIVES

### TIME REQUIREMENTS & COMMITMENTS

This course is 3 credit hours. Regarding time on task, students can expect to spend approximately 16 hours per week for an undergraduate course.

COURSE GOALS AND OBJECTIVES		Program Objective(s)
<b>Goal 1:</b> Equip students with a Biblical foundation of entrepreneurship from a Christian worldview.		
	<b>Objective 1.1:</b> Students examine how a Christian's call to ministry can be expressed through entrepreneurship.	<b>6.1</b>
	<b>Objective 1.2:</b> Students demonstrate how the founder's life purpose can be integrated into the business vision, mission, and strategy.	<b>6.2</b>

	<b>Objective 1.3:</b> Students evaluate the traits required to become a successful entrepreneur.	<b>6.2</b>
	<b>Objective 1.4:</b> Students recognize culture and innovation in building a viable business.	<b>6.1</b>
<b>Goal 2:</b> Develop students who can identify and evaluate viable entrepreneurial opportunities in the marketplace.		
	<b>Objective 2.1:</b> Students explain the process of product development for new venture startups.	<b>6.2</b>
	<b>Objective 2.2:</b> Students analyze factors that are critical to entrepreneurial success such as market segmentation, branding, intellectual property, and franchising.	<b>6.1</b>
	<b>Objective 2.3:</b> Students evaluate critical issues and barriers in the marketplace that could be detrimental to entrepreneurial success.	<b>6.4</b>
	<b>Objective 2.4:</b> Students examine the unique emergence of entrepreneurial opportunities and gauge the competitive risk assessment.	<b>6.1</b>
<b>Goal 3:</b> Develop students who can create and present a business plan proposal for a new business venture.		
	<b>Objective 3.1:</b> Students demonstrate how to plan, organize, and manage a business.	<b>6.1</b>
	<b>Objective 3.2:</b> Students explain basic financial planning and control.	<b>6.2</b>
	<b>Objective 3.3:</b> Students create a strong ethical culture in an entrepreneurial venture.	<b>6.2</b>
	<b>Objective 3.4:</b> Students construct a business planning model to identify key growth areas of a target market.	<b>6.4</b>
<b>Goal 4:</b> Engage students to think innovatively of new ideas and apply the principles of entrepreneurial and family business.		
	<b>Objective 4.1:</b> Students define the principles of viability of businesses, new business proposals, and opportunities within existing businesses.	<b>6.1</b>
	<b>Objective 4.2:</b> Students identify the principles of entrepreneurial management and growth through strategic plans, consulting projects and/or implementing their own businesses.	<b>6.1</b>

	<b>Objective 4.3:</b> Students evaluate the principles of preparing a startup business plan emphasizing financing, marketing, and organizing.	<b>6.4</b>
	<b>Objective 4.4:</b> Students apply the principles of creating and defending an entrepreneurial marketing plan.	<b>6.2</b>
<b>Goal 5:</b> Assist students to evaluate the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship.		
	<b>Objective 5.1:</b> Students learn about themselves, their decisions, and their goals to determine how entrepreneurship can play a role in their lives.	<b>6.1</b>
	<b>Objective 5.2:</b> Students embrace entrepreneurship from an economic perspective and the concepts of environmentally sustainable practices and social entrepreneurship.	<b>6.2</b>
	<b>Objective 5.3:</b> Students discuss examples of current entrepreneurs, their companies, and their importance to both the local and global economies.	<b>6.1</b>
	<b>Objective 5.4:</b> Students define and build upon the personal attributes and skills that characterize the successful entrepreneur.	<b>6.1</b>
<b>Goal 6:</b>	Develop students to identify and assess sources of support for small businesses and entrepreneurs.	
	<b>Objective 6.1:</b> Students explain issues relevant to entrepreneurs such as green business practices, environmental sustainability, social entrepreneurship, and intellectual property.	<b>6.2</b>
	<b>Objective 6.2:</b> Students create the critical factors that are used to identify business start-up ideas – including forms of ownership.	<b>6.1</b>
	<b>Objective 6.3:</b> Students evaluate methods of entering an entrepreneurship venture – including but not limited to starting a new venture, buying an existing business, or becoming a franchisee.	<b>6.4</b>
	<b>Objective 6.4:</b> Students apply the financial, marketing, legal, human resource, operations, and general management skills that are necessary to successfully launch and operate a successful new venture.	<b>6.4</b>

## DISABILITY SERVICES

Point University is committed to providing qualified students with disabilities an equal opportunity to access a Point education through the provision of reasonable and appropriate accommodations and support services. Accordingly, Point complies with Title IX



(<https://point.edu/title-ix>) of the Educational Amendments of 1972 and the subsequent reauthorization of that act, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990 and subsequent amendments to that act. For more information about Disability Support Services, see the “Consumer Information” section of the website (<http://point.edu/disclosures>) and the “Student Services” section of this catalog, or contact the Director of Disability Services and College Section 504 Coordinator, at [disability.services@point.edu](mailto:disability.services@point.edu).

## **COURSE EXPECTATIONS**

### *Attendance*

A student is expected to actively participate in each week of the class in which he or she is enrolled. Active participation each academic week includes submitting classwork in one or more of the following activities within the course during the week they are due: discussion forums, assignments such as (but not limited to) projects, papers, presentations, case studies, quizzes, or exams. Students may be absent up to 25% of the class. After absences exceed 25% of the session or term’s total – in either consecutive or cumulative days – the student will be withdrawn from the class roster and assigned a grade on the basis of work completed at the time of withdrawal unless, because of exceptional circumstances, prior arrangements have been made with the professor and the Chief Academic Officer.

Students representing the university, such as student-athletes, remain responsible for submitting work online within the week it is due to be counted present. No student will be disadvantaged while representing the university. However, the responsibility is on the student to notify faculty no later than one week before missing class for any reason, to ensure time for content to be made available to them and for make-up work to be considered and arranged. It is expected that students will limit their absences outside of these required absences, as they will be dropped if they overcut the allowed number of absences.

The full attendance policy is found in the catalog (<https://point.edu/catalogs/>).

### *Etiquette & Netiquette*

Students are expected to be respectful and well-mannered towards the instructor and their peers, whether in the physical classroom or the online course site. For guidance on meeting this expectation, particularly in the online environment, please see the materials provided during student orientation or reach out to [advising.center@point.edu](mailto:advising.center@point.edu).

### *Policies*

For academic policies governing attendance, late assignments, and student support, please refer to the Academic Catalog directly (<https://point.edu/catalogs/>).

## **COPYRIGHT AND FURTHER DISSEMINATION**

All content within this course is intended for transformative, educational, and informational purposes under ([Fair Use](#)). These materials are not to be distributed or disseminated outside of this course for public use or profit-making ventures due to outside copyright laws. These materials are intended solely for education, personal training, and/or career building. All other uses are strictly prohibited.

Due to Copyright restrictions courses are unpublished thirty days after the completion of a course. If you wish to maintain access to your personal materials, save them before submitting to the course, or download them before the course is unpublished.