

COURSE SYLLABUS
EEE 370
Introduction to Entrepreneurship
Whitman School of Management
Syracuse University
Spring 2012

Class Meets: Monday 7:00-9:45 pm
Room: SOM 203

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Office Hours: T & TH 3:30-4:30 pm, W 9:00-11:00 am, or by appointment

I. Course Overview:

Welcome to the entrepreneurial revolution! EEE 370 is an introductory course intended to provide students with a solid foundation in terms of the vital role played by entrepreneurs and entrepreneurship in the 21st century global economy. During this semester, we will assess, explore, critique, and celebrate the phenomenon of entrepreneurship. Entrepreneurship is approached as a way of thinking and acting, as an attitude and a behavior. Our emphasis is on entrepreneurship as a manageable process that can be applied in virtually any organizational setting. Moreover, our interest is in sustainable entrepreneurship, or entrepreneurship over the life cycles of people's careers, of organizations as they evolve from start-up enterprise to sizeable corporation, and of societies as they move from undeveloped to post-industrial. However, our principal focus will be on the creation of new ventures, the ways that they come into being, and factors associated with their success. This is a course of many ideas and questions, and you will be encouraged to develop and defend your own set of conclusions regarding each of these issues. It is also a course that integrates a number of different disciplines, ranging from sociology and psychology to economics, finance, marketing, and human resource management. Further, it is a course that mixes theory with practice, and you will be challenged to apply principles, concepts and frameworks to real world situations.

II. Course Objectives:

The course is built around a number of core objectives. By the end of the semester, you should be able to:

- Develop an entrepreneurial mindset and understand your potential to be an entrepreneur.
- Appreciate and understand the entrepreneurial process, its methods and applications.
- Recognize the critically important role that entrepreneurs play in society.
- Recognize opportunity and be able to evaluate its potential for creating ventures.
- Understand the importance of ethical considerations in all matters pertaining to entrepreneurial activity.

III. Texts (Required):

Entrepreneurship: Successfully Launching New Ventures, FOURTH Edition, Bruce R. Barringer and R. Duane Ireland, Pearson Prentice Hall (2012).

Readings Packet (available for purchase at **Follett's Bookstore**)

Cases (available on Blackboard)

IV. Student Assessment/Evaluation:

Students will be formally assessed using a variety of examination methods. Further explanation of each of these assignments is available on Blackboard. Specific guidelines for the midterm will be presented in class.

Midterm examination	25%
Original concept and business model ¹	25%
Group case analysis (oral) ²	15%
Quizzes ³	25%
Class contribution/participation	10%

¹ Students will form teams (maximum of **four** people per team) for the purposes of coming up with an original business idea, translating the idea into a well-conceptualized business concept, and then building a **business model** around that business concept. This business model must demonstrate the basic market and economic feasibility of the proposed business. Please note that the students are **not** developing a full business plan, and the specific issues to be addressed in the business model differ from those in a full business plan. A framework for doing the analysis and writing up the business model will be available on Blackboard and presented in class. This report is **due Wednesday, May 2**.

- ² Students will form twelve **three-person** teams (depending on number of students in the class) for the purpose of **analyzing a case**. Each team will be responsible for a fifteen-minute oral presentation of their solution for one of the assigned cases. The choice of cases is on a first-come, first-served basis and so it is in your best interest to take care of this ASAP.
- ³ There will be six in-class quizzes spread out over the semester. Students' best score on five of these will count towards their final grade. Students' worst score will not count. Each 'counting' quiz will be worth 5% of the final grade, i.e. 5 quizzes x 5% each = 25% total. If a student misses a class when a quiz is held, he/she will receive a grade of zero for that quiz. Quizzes can be based on assigned readings or cases, in-class activities, or lecture material, and can be assigned at any time in class. It is therefore in students' best interest to always come to class and always come prepared.

I reserve the right to use any and all submitted student assignments for pedagogical reasons. Assignments will either be made anonymous so that it is not possible to identify the author or proper author credit will be given, at the preference of the author.

Letter grades will correspond with the following percentages:

A	90-100%
A-	87-89.9%
B+	84-86.9%
B	80-83.9%
B-	77-79.9%
C+	74-76.9%
C	70-73.9%
C-	65-69.9%
D	60-64.9%
F	under 60%

V. Attendance Policy:

Attendance is required. It is not an option. You are allowed one unexcused absences. Attendance will be taken during every class session. If you miss more than one time, you will forfeit the class participation grade (10% of final grade). Missing classes may also adversely affect your grades on quizzes.

VI. Participation Policy:

You are expected to come to class prepared, and play an active role in the discussions that take place during class periods. This means reading all assignments and preparing all cases in advance. The issue is the *quality* of your contribution more than the *quantity*. Participation/contribution includes asking questions, answering questions, agreeing or disagreeing with points made by the instructor or your peers, providing insights regarding the assigned cases, and presenting examples in class.

VII. Teaching/Learning Style:

The course will involve a lecture format with extensive interaction between students and the instructor. The teaching style will mix theory and academic concepts with practical applications. Students will be challenged to grasp a concept or idea, relate it to other concepts, and then apply it in real-world entrepreneurial contexts.

VIII. Academic Integrity:

Syracuse University sets high standards for academic integrity. Those standards are supported and enforced by students, including those who serve as academic integrity hearing panel members and hearing officers. The presumptive sanction for a first offense is course failure, accompanied by the transcript notation "Violation of the Academic Integrity Policy." The standard sanction for a first offense by graduate students is suspension or expulsion. Students should review the Office of Academic Integrity online resource "[Twenty Questions and Answers About the Syracuse University Academic Integrity Policy](#)" and confer with instructors about course-specific citation methods, permitted collaboration (if any), and rules for examinations. [The Policy](#) also governs the veracity of signatures on attendance sheets and other verification of participation in class activities. Additional guidance for students can be found in the Office of Academic Integrity resource: [What does academic integrity mean?](#)

IX. Accommodation policy:

If you believe that you need accommodations for a disability, please contact the Office of Disability Services(ODS), <http://disabilityservices.syr.edu>, located in Room 309 of 804 University Avenue, or call (315) 443-4498 for an appointment to discuss your needs and the process for requesting accommodations. ODS is responsible for coordinating disability-related accommodations and will issue students with documented Disabilities Accommodation Authorization Letters, as appropriate. Since accommodations may require early planning and generally are not provided retroactively, please contact ODS as soon as possible. You are also welcome to contact me privately to discuss your academic needs although I cannot arrange for disability-related accommodations.

X. Schedule at a glance

Date	Subject	Required readings	Case
Jan 23	The Nature of Entrepreneurship	B&I chap. 1	Larry Kramer
Jan 30	The Role of Entrepreneurship	RP #1; RP #2	Headcase Helmets
Feb 6	Who is the Entrepreneur?	B&I p. 9-18; RP#3; B&I chap. 9	Liz Stewart & Sheep Power
Feb 13	Opportunity	B&I chap. 2; B&I chap 5	Rich Settembre
Feb 20	Business Concept & Model	B&I chap. 6; RP#4, RP#5	Kazoo
Feb 27	Expectations & Planning	B&I chap. 4	Ken Gallinger
Mar 5	Economics of Start-Ups	B&I chap. 3; B&I chap. 8	Steve & Barry's
Mar 12	NO CLASS – SPRING BREAK		
Mar 19	Financing	B&I chap. 10; RP#6	Zazzle
Mar 26	MID-TERM EXAM		
Apr 2	Valuation & Innovation	B&I chap. 12; RP #7; RP#8	Kristina Jones
Apr 9	Marketing	B&I chap. 11; RP#9; RP#10	HuePhoria
Apr 16	Growing & Harvesting	B&I chap. 13; B&I chap. 14	Crocs
Apr 23	Operations & Ethics	B&I chap. 7	Don Stanton
Apr 30	Final wrap up		Nancy Wong
May 2	ORIGINAL CONCEPT AND BUSINESS MODEL ASSIGNMENT DUE		

B&I = Barringer & Ireland fourth edition text

RP = Readings packet; # signifies which reading number