**Ba 260 Intro to Entrepreneurship**

**Course Information:**

Time: 2:00pm to 4:20pm

Location: Austin Hall 216

Instructor: David Vasquez

Email: david.vasquez@bus.oregonstate.edu

Dates: June 22, 2015 to July 17, 2015

Tuesday and Wednesday 12:30 to 2:00 or by appointment

**Required Text:**

Barringer, Bruce. & Ireland. R Duane. 2012 Entrepreneurship successfully launching new ventures (4th Edition); Pearson.

ISBN-13: 978-0132555524

**Course Content and Objectives:**

The main objectives of this course will include evaluating entrepreneurial capabilities, using creativity, business plan creation, opportunity assessment and feasibility analysis, business implementation, new product introduction, and seeking funds.

The main standpoint of this course is that entrepreneurship is an essential part of a successful and happy career. Entrepreneurship provides an opportunity to make a difference in the world, and to be satisfied with the career of your choice. As a result, a primary objective of this course is to encourage and develop entrepreneurial thinking that you could then successfully leverage within an established national or multinational company or by starting your own business. This course will provide you with some theories and guidelines for generation and evaluation of entrepreneurial opportunities, and will expose you to some essential tools that you will need to be more effective in the entrepreneurial process.

Specifically, we will focus on:

* The variety of business opportunities across countries, markets, and industries
* The mindset and characteristics of an entrepreneur.
* The process of identifying and evaluation new opportunities.
* Designing a business model for a new business venture.
* Acquiring the resources, developing a marketing and strategic plan necessary to start an entrepreneurial venture.

Please note that a portion of the course is team-based, where you will jointly propose and investigate starting a new business venture.

At the end of this course, you will be able to:

* Recognize what it takes to be a successful entrepreneur.
* Analyze new business opportunities that exist in the marketplace.
* Evaluate the feasibility of pursuing an opportunity that you’ve recognized.

**Grading and Assignments:**

|  |  |
| --- | --- |
| Participation | 100 points |
| Project | 250 points |
| In Class Presentation | 50 points |
| HW and in Class Quizzes | 150 points |
| Midterm | 200 points |
| Final | 250 points |
| **Total** | **1000 points** |

**Participation:**

100 points will be assigned for participation. Participation will encompass a range of aspects including being involved in course discussions, attendance and in class activities. Using your cell phone, talking, using your computer for unrelated tasks and showing up late are not acceptable and will lower your participation score.

**Project:**

This will be a group project with a team comprised of 4 to 5 people. You will need to come up with a venture idea, a business plan and also make a presentation in class. You will also be required to analyze and turn in an analysis of the group’s projects.

**In Class Presentation:**

You and one other student will work to present a short, interesting in-class presentation to the rest of the class. A sign up will be done early in the course where you will sign up for the presentation date. The presentation length should be around 5 minutes. You are free to be creative in your presentation methods and what you choose to present on. Topics will be discussed further in class but could include a presentation on a founder, a successful (or failed) startup, an emerging trend or something of interest that relates to the course as a whole.

**HW and in Class Quizzes:**

There will be in class assignments and in class quizzes that you will be required to be in class for. You will be allowed to drop the lowest in class activity grades in both of these categories, or if you miss a day you will not be penalized and the zero for the day you miss will be dropped. If you foresee more absences please contact me to make arrangements. There will also be a number of homework assignments; most of these will be related to the overall project.

**Midterm and Final:**

There will be a midterm on July 2nd and a final on July 16th. The midterm and final will both be in class and worth 200 points for the midterm and 250 points for the final.

**Course Schedule:**

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| --- | --- | --- | --- |
| **Meeting Date:** | **Topic:** | **Chapter Readings:** | **Assignments and Projects Due:** |
| **Week 1:** |  |  |  |
| Monday- June 22 | Introduction to the course and Elevator Pitches | Chapter 1 |  |
| Tuesday- June 23 | Recognizing Opportunities and Creating Ideas | Chapter 2 | Turn in List of Project Members |
| Wednesday- June 24 | Feasibility Analysis | Chapter 3 | Summary of top 3 ideas for group |
| Thursday- June 25 | Business Models | Chapter 4 | Project Summary Due |
|  |  |  |  |
| **Week 2:** |  |  |  |
| Monday- June 29 | Financial Analysis | Chapter 8 |  |
| Tuesday- June 30 | Industry and Competitive Analysis | Chapter 5 |  |
| Wednesday- July 1 | Innovation, Technology and the Entrepreneur |  |  |
| Thursday- July 2 | **MIDTERM** | | An outline of the business plan due |
|  |  |  |  |
| **Week 3:** |  |  |  |
| Monday- July 6 | Developing Effective Business Models | Chapter 6 |  |
| Tuesday- July 7 | Ethical and Legal Aspects/IP | Chapter 7 |  |
| Wednesday- July 8 | Marketing Aspects | Chapter 11 |  |
| Thursday- July 9 | Venture Teams and Financing | Chapter 9 and 10 |  |
|  |  |  |  |
| **Week 4:** |  |  |  |
| Monday- July 13 | Presentations |  | Business Plan Due |
| Tuesday- July 14 | Presentations |  |  |
| Wednesday- July 15 | Final Review |  |  |
| Thursday- July 16 | **FINAL EXAM** | | Final |

**Late Work:**

Late work will most likely not be accepted unless previous arrangements have been made or an unforeseeable circumstance has come up.

**Academic Dishonesty:**

According to OSU student conduct regulations, academic dishonesty is defined as an intentional act of deception in which a student seeks to claim credit for the work or effort of another person or uses unauthorized materials or fabricated information in any academic work. All cases of suspected academic dishonesty will be handled in strict accordance with University and College Policies.

Please refer to Office of Student Conduct website for more information: *http://studentlife.oregonstate.edu/studentconduct*.

Students are expected to follow University and College policies: *http://oregonstate.edu/leadership/sites/default/files/576-015\_student\_conduct\_code.pdf*

Specifically, academic dishonesty may include:

a) Unauthorized assistance or communication to another through written, visual, or oral means.

b) Presentation of material which has been obtained by someone else's effort and used as part of an exam, assignment or project.

c) Unauthorized possession of course related material.

d) Plagiarism, whereby another's work is used without any indication of the source, thereby attempting to convey the impression that such work is the student's own, including the failure to credit ideas or material taken.

e) Students who assist others in any of these activities can be considered equally responsible.

When a violation of student academic behavior standards becomes known, the instructor shall take appropriate measures, including the assignment of an F for the class gradeto the recommendation of further disciplinary action. This action is permitted by Academic Regulations and Procedures as described in the Schedule of Classes. I expect you to know and understand these policies and procedures. If there is any doubt about their meaning and interpretation, simply ask your Professor for clarification.

**Disability Accommodation**:

Accommodations are collaborative efforts between students, faculty and Disability Access Services (DAS). Students with accommodations approved through DAS are responsible for contacting the faculty member in charge of the course prior to or during the first week of the term to discuss accommodations. Students who believe they are eligible for accommodations but who have not yet obtained approval through DAS should contact DAS immediately at 737-4098.