



Department of Business
800 Florida Avenue, N.E.
Washington, DC 20002

COURSE SYLLABUS

FALL 2021

FOUNDATIONS OF ENTREPRENEURSHIP

AN INNOVATION & ENTREPRENEURSHIP INSTITUTE COURSE

BUS 290.01 / GSR 220.06

Fall 2021

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“Foundations of Entrepreneurship”

An Innovation & Entrepreneurship Course

Department of Business

BUS 290.01 / GSR 220.06

2020 Fall Semester / 3 Credits

(Tentative)

Instructor	Course Details
Dr. Alim Chandani	Day & Time: 8:00 – 9:50 AM, Mondays/Wednesdays
Online Course/Hybrid	Zoom Address: https://gallaudet.zoom.us/j/4607707544
alim.chandani@gallaudet.edu	Student Support Hours: Available by Appointment

Course Overview

This course is a non-traditional introduction to the world of entrepreneurial thinking that aligns with students' personal interests and aspirations. In this highly interactive and dynamic course, students will be building an actual business from scratch exposing them to all that is required to launch a successful venture. Students will strengthen their knowledge as well as soft skills in the fields of marketing, business formation, finances, negotiation, design thinking, strategic planning, customer discovery, competitive analysis, leadership, and so forth. Several sessions will include virtual conferences/workshops, guest presenters such as entrepreneurs and community leaders who will be sharing their personal perspectives.

Course Materials

Required Readings

1. SYOB Start Your Own Business: The Only Startup Book You'll Ever Need, Jennifer Merritt and Jason Feifer (you will have to get it - either from Gallaudet Bookstore or on Amazon Kindle)
2. Work on Purpose - Lara Galinsky (PDF on Blackboard)

Other course-reading materials are available to download and view on Blackboard.

Writing Style

All course papers should follow American Psychology Association's format with a reference page at the end. Help with APA style is available online (go to <http://www.apastyle.org/apa-style-help.aspx>). Please use 1 inch margins, double-spaced, size 12 Times New Roman or Cambria font.

Prerequisites

Permission of the instructor is required to register for this course.

Course Assignments

Details for assignments & grading rubric(s) are in the *Assignments* folder on Blackboard.

Attendance & Participation

The success of this course depends on the active, enthusiastic participation from you. Each week, you will get a message on Blackboard of expected assignments and readings on Mondays. You are expected to participate in the Blackboard Discussion on a weekly basis. You are expected to complete any assigned readings/videos prior to class. You will be expected to meet with the Instructor through one-on-one every two weeks (***at least 5 times throughout the semester***). To earn full attendance points, please submit your assignments on time. **Your participation/Blackboard Discussion is worth 25% of the grade. (From November 8th to December 8th – you will be expected to attend class physically.)**

Reading Assignments

Reading assignments are listed on the course outline. Additional readings may be added and will be discussed on Blackboard Discussion or Journals. All readings are due on the date on which it is listed on the schedule.

Discussion Board

Please respond to the Discussion Board on a weekly basis. Each student is required to write a minimum of 200 words of your own thoughts and then respond to at least two students' responses with a minimum of 4 sentences or more. **Each Discussion Topic is due on Sundays by 8pm EST. Your responses to at least 2 students in the Discussion Board are due on Sundays by 10pm EST.**

Journals

You will be given a series of questions that are meant to be fun, intellectually stimulating, thought provoking, and exciting. Your responses will represent the best of your dreams and visions of yourself and your contribution to the world. The Weekly Journals on BlackBoard are expected to be completed on **Sundays by 8pm EST. Each journal entry must be a minimum of 200 words.** There will be a total of **12-14 Journal entries. Your weekly journal entries are worth 10% of the grade.**

Reflection Papers

You will write a 800-word reflection paper (2-3 pages) reflecting on your experience of this course. Total of **3 Reflection Papers** will be expected to be completed throughout the semester. Be sure to check the schedule for the due dates. **Your reflection papers are worth 15% of the grade.**

Midterm

You will have a Midterm Quiz online which reflects on the readings. You will interview one of the Deaf Entrepreneurs and write a report on the Interview. Also submit a reflection video in ASL about your interview experience. **Your Midterm is worth 20% of the grade.**

Final Project: Business Plan Deck- A Concept Note

By the end of the semester, you will be expected to create a basic business plan through a PowerPoint. You will also record your final presentation and upload it on YouTube along with your final business plan deck. **Your Final Project is worth 30% of the grade.**

Course Grading

You can follow your course grade in the *Grade Center* on the Blackboard page. See the *Course Assignments* above or the *Course Schedule* below to determine when each assignment is due.

Course Assignments	
Class Participation / Discussion Board / Pop Quizzes/ One-on-One with the Instructor	25%
Weekly Journals	10%
Reflection Papers (3)	15%
Midterm Quiz / Interview Report	20%
Final Project: Business Plan Deck	15%
Final Project: Presentation	15%
Total	100%

Grades will be assigned by the following percentage to grade conversion chart:

A 93% and above	C 73% to 76.99%
A- 90% to 92.99%	C- 70% to 72.99%
B+ 87% to 89.99%	D+ 67% to 69.99%
B 83% to 86.99%	D 60% to 66.99%
B- 80% to 82.99%	F 59.99% or below
C+ 77% to 79.99%	

Attendance / Participation

Your attendance is based on completing the assignments and meeting with the Instructor during one-on-one sessions. If you are unable to complete an assignment on time or missing an one-on-one session with the instructor, it will affect your grade. It is your duty to inform the instructor by email if you are unable to complete an assignment or meeting with the instructor through one-on-one session.

Remote Online Course - Expectations

You are expected to have a laptop or a computer with internet connection. You are responsible to order the book yourself - either through Gallaudet Bookstore or on Amazon.com. If you are facing

challenges on these requirements - please contact the instructor immediately. You are responsible to show up on time with the instructor during one-on-one sessions which will occur at least five times throughout the semester. You are more than welcome to contact the instructor via email for an appointment at any time throughout the semester.

Credit Hours

This course earns 3 credits.

Course Schedule

Week	Day	Topic	Assignments & Due Dates
Week 1	Monday, August 30 *FIRST DAY OF CLASS	<u>What's YOUR story?</u> <ul style="list-style-type: none"> • Introductions • Expectations 	Due: (none) Assigned: <ol style="list-style-type: none"> 1. <u>Student Questionnaire - Due Sun Sept 1st</u> 2. <u>Journal #1 Due Sun. Sept. 5th</u> 3. <u>Discussion #1 Due Sun Sept 5th</u> 4. <u>Get your Book: SYOB</u> 5. <u>Sign up for 1-on-1 with Instructor for Sept 8th</u>
	Wednesday, Sept 1st	<ul style="list-style-type: none"> • Review Syllabus • Q&A • Expectations 	Due: <ol style="list-style-type: none"> 1. <u>Student Questionnaire</u> 2. <u>Questions on Syllabus</u> Assigned: <ol style="list-style-type: none"> 1. <u>Journal #1 Due Sun. Sept. 5th</u> 2. <u>Discussion #1 Due Sun. Sept 5th</u> 3. <u>Read Introduction and Chapter 1 of Work on Purpose (WOP)(PDF)</u>
Week 2	Monday, September 6	<ul style="list-style-type: none"> • LABOR DAY HOLIDAY NO CLASS 	Due: <ol style="list-style-type: none"> 1. <u>Journal #1</u> 2. <u>Discussion #1</u> Assigned: <ol style="list-style-type: none"> 1. <u>Journal #2 - Due Sun Sept 12th</u> 2. <u>Discussion #2 - Sun. Sept 12th</u>
	Wednesday, September 8th	<u>Creating MY Journey</u> <ul style="list-style-type: none"> • WOP Intro and chapter 1 	Due: Assigned: <ol style="list-style-type: none"> 1. WOP Chapter 2

Week 3		<ul style="list-style-type: none"> • Pop Quiz WOP Intro/Ch 1 • One-on-One with Instructor 	2. Journal #2 3. Discussion #2
	Monday, September 13th	<ul style="list-style-type: none"> • Pop Quiz on WOP Chapter 2 • Discuss on Discussion #3 	Due: Journal #2 and Discussion #2 Assigned: <ol style="list-style-type: none"> 1. <u>Journal #3</u> 2. <u>Discussion #3</u> 3. <u>Read WOP Chapter 3</u>
	Wednesday, September 15th	<ul style="list-style-type: none"> • Decide who you will Interview 	Due: Decision on a Deaf Entrepreneur for Interview. Assigned: <ol style="list-style-type: none"> 1. Journal #3 2. Discussion # 3 3. Read WOP Chapter 3
Week 4	Monday, September 20th	<u>WOP Chapter 3 - Pop Quiz</u>	Due: Journal #3 and Discussion #3 Assigned: <ol style="list-style-type: none"> 1. WOP Chapter #4 2. Journal #4 and Discussion #4 3. Reflection #1 Instruction- Due Sept 29th 4. Read WOP Chapter 4
	Wednesday, September 22nd	Discussion on Reflection Paper #1	Due: Assigned: <ol style="list-style-type: none"> 1. Y-Summit Reflection Paper Due September 29th. 2. Journal #4 Due Sun. Sept 27th 3. Discussion #4 - Due Sun. Sept 27th
Week 5	Monday, September 27th	Pop Quiz on WOP Chapter 4 Reflection #1 – clarification	Due: Journal #4 and Discussion #5 Assigned: <ol style="list-style-type: none"> 1. Reflection Paper #1 due Sept 29th.
	Wednesday, September 29th	<ul style="list-style-type: none"> • One-on One with Instructor • Discuss about Midterm Paper / Quiz 	Due: <ol style="list-style-type: none"> 1. <i>Reflection Paper #1</i> Assigned: <ol style="list-style-type: none"> 1. WOP #4 2. Journal # 5 and Discussion # 5
Week 6	Monday, October 4th	<u>Review Midterm Assignment</u>	Due: Journal #5 and Discussion #5 Assigned: <ol style="list-style-type: none"> 1. Pop Quiz WOP #4

Week 7	Wednesday, October 6th	<ul style="list-style-type: none"> <u>SYOB Book</u> 	Assigned: <ol style="list-style-type: none"> Interview your Deaf Entrepreneur Review your readings for Midterm Quiz Journal #6 (No Discussion)
	Monday, October 11th <u>MIDTERMS WEEK</u>	Discussion on clarification of the Midterm paper on Interviewing a Deaf entrepreneur.	Due: <ol style="list-style-type: none"> Journal #6 and Discussion #6 Assigned: <ol style="list-style-type: none"> <i>Review Readings for Midterm Quiz</i> <i>Midterm Paper</i> <i>Journal #7</i>
	Wednesday, October 13th <u>MIDTERMS WEEK</u>	<ul style="list-style-type: none"> Midterm Papers are due 	Due: Midterm Paper
Week 8	Monday, October 18th	SYOB Book	Due: Journal #7 Assigned: <ol style="list-style-type: none"> Read <i>SYOB Part 1 – Ch. 1-2</i>: Register for Job Fair – Reflection #2 Journal #8 and Discussion #8
	Wednesday, October 20th	<ul style="list-style-type: none"> <u>One on One for Midterm Grade</u> 	
Week 9	Monday, October 25th (HC Week)	<ul style="list-style-type: none"> <u>SYOB Chapter 3 and 4</u> <u>Personal Worksheet</u> 	Due: Journal #8 and Discussion #8 Assigned: <ol style="list-style-type: none"> Journal #9 and Discussion #9 due next Sunday. Personal Worksheet Reflection #1 due November 11
	Wednesday, October 27th	<ul style="list-style-type: none"> 	
Week 10	Monday, November 1st	<ul style="list-style-type: none"> Discuss <i>SYOB Part 2</i> Finalize the business idea for the Final Project. 	Due: <i>Journal #9 and Discussion #9</i> Assigned: <ol style="list-style-type: none"> <i>SYOB Part 2 – Ch. 6,7,8</i> <i>Finalize your Business Idea / Pitch</i> <i>Job Virtual Fair on Nov 6th</i> <i>Reflection Paper due Nov 11th</i> <i>Journal #10a and #10b</i>
	Wednesday, November 3rd		

Week 11	Monday, November 8 th (Physical Class)	<ul style="list-style-type: none"> • <u>Brand / Title of Business</u> • Go Abroad Week • Reflection #2 	Due: <i>Journal #10a and #10b</i> Assigned: <ol style="list-style-type: none"> 1. Reflection #2 2. Attend workshop
	Wednesday, November 10 th (Physical Class)		
Week 12	Monday, November 15 th (Physical Class)	<u>Connectivity</u> <ul style="list-style-type: none"> • Final Business Concept Project – 2 parts • SWOT Analysis 	Due: <i>Reflection #2</i> Assigned: <ol style="list-style-type: none"> 1. SWOT Analysis Readings 2. Journal #12 3. Final Project Instructions and Examples
	Wednesday, November 17 th (Physical Class)	One on one with Instructor Discuss on Final Project Discuss on Grade	
Week 13	Monday, November 22 nd	<u>FALL BREAK</u>	
	Wednesday, November 24 th	FALL BREAK	
Week 14	Monday, November 29 th (Physical Class)	<ul style="list-style-type: none"> • Work on Final Concept Note 	Due: Think about pitch presentations Assigned: <ol style="list-style-type: none"> 1. Final Presentation 2. SYOB Part 3 3. Journal #14
	Wednesday, December 1 st (Physical Class)	<ul style="list-style-type: none"> • Work on Final Concept Note 	Due: Think about pitch presentations Assigned:
Week 15	Monday, December 6 th (Physical Class)	One on One to discuss on the Final Project	<ol style="list-style-type: none"> 1. Journal #15 2. <u>Final Concept Note and Presentation Due Dec. 13th</u>
	Wednesday, December 8 th (Physical Class)	<ul style="list-style-type: none"> • Practice Presentations & Peer Feedback 	Due: Practice presentations <ol style="list-style-type: none"> 1.
Week 16	Monday, December 13 th	<ul style="list-style-type: none"> • Evaluation 	

Finals	Wednesday, December 15 th (Physical class)	<ul style="list-style-type: none"> Final Presentation in Class 	Due: Final presentation
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Academic Integrity Policy

Academic integrity grows from the longstanding traditions of the world university community. Academic integrity is defined as a firm adherence to the code or standard of values of the University and the individual professions. Academic freedom is a commitment on the part of students, faculty, staff, and administrators even in the face of adversity, to five fundamental values: honesty, truth, fairness, respect, and responsibility. Commitment to academic honesty encourages the mutual respect and moral integrity that our University community values and nurtures.

Academic Accommodations Policy

Gallaudet University has a legal obligation under the American with Disabilities Act (ADA) to provide reasonable accommodations for students with disabilities in addition to being deaf. Students who seek course accommodations, modifications, or substitutions can find guidelines and procedures for obtaining accommodations based on their disabilities on the Office for Students with Disabilities (OSWD) web site, http://www.gallaudet.edu/office_for_students_with_disabilities.html.

Reporting Responsibilities

While the instructor want you to feel comfortable by going to him/her with issues that you may be struggling with or concerns you may be having, please be aware that the instructor have some reporting requirements that are part of the job requirements at Gallaudet University. For example, if you inform the instructor of an issue of sexual harassment, sexual assault, or discrimination, the instructor will keep the information as private as he/she can, but is required to bring it to the attention of the Title IX Coordinator or EEO/AA office. If you would like to talk to those offices directly, they can be reached by contacting Sharrell McCaskill through VP (202-559-5683) or at her office in College Hall 312 or at the following website: <https://www.gallaudet.edu/title-ix-at-gallaudet-university> Additionally, you can also report incidents or complaints to DPS. You can also get support at CAPS (Counseling and Psychological Services), SHS (Student Health Services) and the Ombudsman. Another common example is if you are struggling with an issue that may be traumatic or unusual stress, it is the possibility of the instructor to inform the campus Behavioral Intervention Team (BIT) or CAPS. If you would like to reach out directly to them for assistance, please contact them at <https://www.gallaudet.edu/student-affairs/behavior-intervention-team> Finally, please be aware that the instructor is willing to listen and provide advice if needed.

Course Student Learning Outcomes

Student Learning Outcomes	Learning Opportunities	Assessment Tools	Dept SLO's	GU SLO's
Students will examine, analyze, apply, & recommend solutions business issues.	Discussions	Participation	2, 5, 6	1, 2, 3, 4
	Assignments	Assignment rubrics		
	Presentations	Presentation rubrics		
Students will learn principles and applications of The Business Model Canvas	Discussions	Participation	1, 2, 4, 5, 6	2, 4
	Presentations	Presentation rubric		
	Assignments	Assignment rubric		
Students will work in both leadership and support roles to achieve a variety of business-related tasks, competencies, training, and experiences.	Discussions	Participation	2, 5, 6	1, 2, 3
	Business Implement	Implement Rubrics		
	Evaluation and Reflection	Assignment & writing rubrics		
Students will consult with businesses to address a real-world issue and propose innovative solutions	Discussions	Participation	2, 4, 5, 6	1, 4
	Field-work	Assignment rubrics		
	Presentations	Presentation rubrics		

Business Program SLO's

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| 1. Critically examine, analyze, apply, integrate and recommend logical actions based on a variety of business concepts, models and principles in order to address hypothetical or real-world business issues. |
| 2. Communicate effectively in both American Sign Language and written English, using generally accepted and/or innovative business formats to present factual data and analyses, propose strategies, advocate policies, promote products and services, and instruct and evaluate personnel. |
| 3. Apply basic computational, statistical and quantitative reasoning skills in collecting, analyzing, and interpreting numerical information to make and justify evidence-based business decisions. |
| 4. Use computer hardware, software, the internet, cloud computing and other technological tools to expedite and enhance communication and quantitative reasoning skills in making business decisions. |
| 5. Be able to work effectively in both leadership and support roles as part of diverse teams to achieve a variety of business-related tasks, recognizing and maximizing the advantages of different skills, competencies, professional training, experience, and temperament of all team members. |
| 6. Consistently act in a professional, respectful, honest, fair and reasonable manner and to apply ethical principles and logical reasoning to make and justify business decisions. |

Gallaudet University SLO's



Students will use American Sign Language (ASL) and written English to communicate effectively with diverse audiences, for a variety of purposes, and in a variety of settings.



Students will summarize, synthesize, and critically analyze ideas from multiple sources in order to draw well-supported conclusions and solve problems.



Students will understand themselves, complex social identities, including deaf identities, and the interrelations within and among diverse cultures and groups.



Students will apply knowledge, modes of inquiry, and technological competence from a variety of disciplines in order to understand human experience and the natural world.



Students will make reasoned ethical judgments, showing awareness of multiple value systems and taking responsibility for the consequences of their actions. They will apply these judgments, using collaboration and leadership skills, to promote social justice in their local, national, and global communities.