SEATTLE UNIVERSITY

MGMT 3790: Entrepreneurship Essentials

Term: Winter 2020
Class Schedule: Tues & Thurs 1:30-3:35
Professor: Dr. Leo Simpson  SimpsonL@seattleu.edu
Office Hours: Tues & Thurs 11-12

COURSE DESCRIPTION:

This course focuses on the concept of “entrepreneurial thinking” in new business formation and innovation within existing organizations. The process of converting creative ideas into business ventures and the management of innovation within organizations are critical dimensions of our current economy. Students gain an appreciation of different forms of entrepreneurship (and intrapreneurship) and develop skills and the mindset to confidently identify and create entrepreneurial opportunities. The course surveys various entrepreneurial environments and introduces the process of developing opportunities, assembling resources utilizing a team approach, and launching new ventures and projects. Students develop potential opportunities and assess the viability of the opportunities with feasibility plans and project proposals. Students are expected to develop creativity, critical thinking, and communication skills throughout the course. Students examine various topics such as recognizing opportunities, feasibility analysis, ethical and legal considerations of entrepreneurial ventures, funding sources, developing an entrepreneurial team, and the process of “pivoting” using “Plan B” strategies. Instructional materials include guest speakers, lectures, guided discussions, team and individual projects, and experiential exercises.

LEARNING OBJECTIVES:

- Appreciate the profound force of entrepreneurship in our local, national, and global economies.
- Recognize and develop the entrepreneurial potential within yourself and others around you.
- Identify and understand the many forms of entrepreneurship—start-ups; growth firms; real estate; corporate innovation; non-profits; and social entrepreneurship.
• Develop the skill to recognize potential venture opportunities and how to evaluate them.
• Determine resources necessary to develop an opportunity and create a successful venture.
• Effectively communicate the viability and/or social value of a potential opportunity to others.

CLASS FORMAT
Classes in the course will be conducted using class and team discussions: experiential exercises; feasibility plans in different settings; guest speakers; lectures; and student presentations. Discussions will be used to expand and extend understanding of concepts presented to develop “entrepreneurial thinking”. Much of the class will be organized utilizing a team approach. Students will form teams and work with teammates on project assignments and presentations. Team progress reports and peer evaluations are required to encourage cooperation and individual contribution to team performance. Students are evaluated not only on their contribution to the team performance, but also in how well they bring out the best in others.

CLASSROOM EXPECTATIONS
• Except in unusual circumstances, students can expect classes to start on time. As a result, students are expected to make every effort to arrive at the start of class and to remain in class using the scheduled break as much as possible for leaving the classroom. Excessive violation can affect the student’s grade unless an acceptable reason is approved by the professor.
• As a courtesy, please remember to silence all electronic communication devices before class starts. Phone calls, messages, and other communications during class create distraction and are unacceptable unless preapproved by the professor.
• Timely, full class attendance is required Your contribution is an important part of the learning experience for you and your peers. Your absence means you are taking away from the class dynamic and evolving culture in the team and in the class. Unexcused absences, leaving early, or arriving late all negatively impact your participation grade.
• There will be regular speakers and class exercises requiring student on time presence in class. Students are also expected to check Canvas regularly for new content, assignments, and announcements.
• Since reading or data entry on a personal device can be distracting and rude when others are talking, devices are not to be used when a guest speaker is presenting or classroom student teams are making presentations. Use of devices during class discussions and professional presentations will be somewhat limited depending upon the level of control needed.

TEXTBOOK

ASSIGNMENTS
• Deadlines are to be strictly observed. The professor reserves the right to refuse to accept late work. If accepted late, student work may be subject to a 10%/day penalty, including the day it is due.
• All deliverables must be typed (12 point font), use no more than a standard margin, and be submitted in hard copy form unless an option is specifically provided. Each assignment must have the student/s name, assignment title, and be well organized using subheadings. Significant errors in spelling, grammar, and organization will reduce the grade.

GRADING TEMPLATE
A grading template will be provided separately. There will be team grading on team assignments and presentations. This will include feasibility plans, project scores, and group presentations. There will also be individual grades based on test scores, individual assignments, extra credit, participation scores, and peer evaluations.

TENTATIVE SCHEDULE
The first 2-3 classes will address the different types of entrepreneurship, entrepreneurial mindset, and idea creation. Teams will be developed and early assignments will focus on ideation, feasibility planning, and entrepreneurship perspectives. Students will then experience the development of ideas for different types of businesses using feasibility planning. Concurrent coverage of relevant entrepreneurial subject knowledge in marketing, finance, legal issues, and operations will accompany feasibility planning and experiential learning.
Feasibility plans will be developed throughout the course in different forms of businesses. Finally, a larger group project will be selected to implement the entrepreneurial mindset developed earlier in the course. Tests of subject matter learned may or may not be implemented based upon student engagement in the projects during the quarter.

ACADEMIC INTEGRITY
Seattle University is committed to the principle that academic honesty and integrity are important values in the educational process. Acts of academic dishonesty will be addressed according to the Seattle University Academic Honesty Policy. The most common form of dishonesty in courses like this is plagiarism. As a warning, current technology can identify plagiarism easily—with as little as 3-4 common words or expressions. It is easier to do your own work. Since a major part of the course is learning how to do feasibility plans and to express yourself, submissions will be checked for originality.

SPECIAL NEEDS
If you have, or think you have, a special educational need (including an “invisible need” such as a learning challenge, a chronic health issue, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through the Special Services staff in the SU Learning Center. Special needs based adjustments to course expectations can be arranged only through this process. It is emphasized that if students need accommodation, every effort will be made for special support. Please bring this to the attention of the professor early in the quarter.

RECORDINGS
Students may not make any audio or video recordings of course activities without written permission from the professor. Students are not permitted to redistribute any audio or video recordings or written copies of statements, comments, or materials from the course to other individuals. Copyrighted materials and intellectual property would place the professor and students in jeopardy.

INAPPROPRIATE BEHAVIOR
There is a zero tolerance policy regarding inappropriate behavior and language as judged by the professor in the classroom. Harassment of other students, guests, or the professor in any form results in immediate ejection from the classroom. All such actions and written complaints will be forwarded to appropriate authorities within the University for handling.

NOTICE ON RELIGIOUS ACCOMMODATIONS

It is the policy of Seattle University to reasonably accommodate students who, due to the observance of religious holidays, expect to be absent or endure a significant hardship during certain days of their academic course or program. Please see, Policy on Religious Accommodations for Students (https://www.seattleu.edu/media/policies/Policy-on-Religious-Accommodations-for-Students---FINAL.PDF).

POSITIVE THOUGHT

Thank you for signing up for my class. I have a lot of fun activities, speakers, and learning activities lined up for you. Let’s enjoy this learning experience together!!