

**THE LINCOLN UNIVERSITY**  
**THE DEPARTMENT OF BUSINESS AND ENTREPRENEURIAL STUDIES**

**Course Syllabus**

<b>COURSE TITLE:</b>	<b>Entrepreneurship</b>	<b>COURSE NUMBER:</b>	<b>ETP 320</b>
<b>TERM:</b>	<b>Fall 2016</b>	<b>PREREQUISITE:</b>	<b>BUS 101 - Intro to Bus</b>
<b>CREDIT HOURS</b>	<b>03</b>	<b>MEETING DAY AND TIME:</b>	<b>TBD</b>
<b>INSTRUCTOR:</b>	<b>Dr. Emmanuel Ihejirika</b>	<b>LOCATION:</b>	<b>TBD</b>
<b>OFFICE LOCATION:</b>	<b>Lincoln Hall, Rm 308</b>	<b>E-MAIL:</b>	<b>eihejirika@lincoln.edu</b>
<b>OFFICE HOURS:</b>	<b>Friday 12:00pm - 6:00pm</b>	<b>PHONE EXTENSION:</b>	<b>484-365-7640</b>

**REQUIRED TEXT: TEXTBOOK TITLE: Entrepreneurship: Starting and Operating a Small Business (3rd Edition)**  
**Author: Steve Mariotti/Caroline Glackin**  
**Publisher: Pearson Publishing**  
**ISBN: 0-13-295172-X**

**COURSE DESCRIPTION:**

This course introduces entrepreneurship, its processes and how to successfully start and grow an entrepreneurial firm. It examines the practices associated with starting a business, including good business formation, a solid business idea, an effective business plan, opportunity recognition, feasibility analysis, and sound execution to maximize chances for success.

**COURSE STUDENT LEARNING OUTCOMES:**

Upon successful completion of this course the student will:

- CSLO 1:** Define the role of small business enterprise in society through the entrepreneurial process. (PSLO 1,5); Written assignments, exams.
- CSLO 2:** Distinguish between business ideas and opportunity recognition. (PSLO 5); Written Assignment
- CSLO 3:** Understand steps involved in starting an entrepreneurial firm. (PSLO 1); exams
- CSLO 4:** Employ practices that move from idea to starting an entrepreneurial firm through engagement and hands-on approaches. (PSLO 3, 5); Group case analysis; Business Plan Development Project.

**PROGRAM STUDENT LEARNING OUTCOMES IN MANAGEMENT (PSLOs)**

1. Identify organizational challenges and develop administrative, legal, ethical, operational and technological strategies that inform managerial decisions.
2. Recognize and use specialized language, forms, and styles appropriate to the study of management.

3. Define and explain management theories and concepts and apply them to policy, planning, enterprise creation and general business practices.
4. Apply mathematical formulas and equations in quantitative and qualitative subjects to analyze and interpret accounting, financial and economic data for management decision-making.
5. Analyze, interpret and synthesize qualitative and quantitative data for oral presentations, written assignments and applied research.
6. Examine and evaluate the impact of diversity and globalization and their influence on the internal and external environment.

**INSTITUTIONAL LEARNING OUTCOMES (ILOs):**

1. Effective Communication
3. Institutional Fidelity
5. Critical Thinking

**ASSESSMENT MEASURES/METHODS**

1. PSLO specific rubric will be used

<b>ASSESSMENT GRID</b>			
<b>Course Student Learning Outcomes</b>	<b>Program Student Learning Outcomes</b>	<b>Institutional Learning Outcomes</b>	<b>ASSESSMENT MEASURES</b>
<b>CSLO_1</b>	<b>1 &amp; 5</b>	<b>1 &amp; 5</b>	<b>1</b>
<b>CSLO_2</b>	<b>5</b>	<b>1</b>	<b>1</b>
<b>CLSO 3</b>	<b>1</b>	<b>1,3,5</b>	<b>1</b>
<b>CLSO 4</b>	<b>3,5</b>	<b>1,3,5</b>	<b>1</b>

**CALCULATION OF FINAL GRADES:**

**GRADE WEIGHTS AND PERCENTAGES:**

- |   |            |
|---|------------|
| <b>1. WRITTEN INDIVIDUAL ASSESSMENT</b>             | <b>20%</b> |
| <b>2. EXAMS</b>                                     | <b>40%</b> |
| <b>3. BUSINESS PROJECT (US ITALIAN BRAND VISIT)</b> | <b>30%</b> |
| <b>5. ATTENDANCE</b>                                | <b>10%</b> |

**GRADING SCALE:**

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F
Points	4.0	3.7	3.3	3.0	2.7	2.3	2.0	1.7	1.3	1.0	0.0
%	100-93	92.9-90	89.9-88	87.9-82	81.9-80	79.9-78	77.9-72	71.9-70	69.9-67	66.9-60.1	60 and under

There will be two tests administered midterm and final – each will contribute to your final grade. In addition, you will have a Written Individual assessment of the trip and (US Italian Brand visit Project) They are designed to test your exposure to Italian cultures which are very different from cultures in the US.

The grading criteria are as follows: \*A final letter grade will be determined as follows:

Exams will consist of a mix of short answer and multiple choice, and will test for understanding and application of the course concepts.

**STUDENT RESPONSIBILITIES:**

- This is a rigorous course. It is imperative that all assignments and readings be completed prior to class.
- Students are expected to take all examinations and to complete all assignments on the required dates. All assignments must be submitted in hard copy on time. No emails will be accepted. Make-up exams may be completed only at the discretion of the instructor and the Department.
- It is the responsibility of the student to obtain notes and assignments from colleagues for any classes that are missed.

The instructor reserves the right to change topics, readings, cases, and assignments in order to further appropriate course outcomes.

**TEACHING METHODOLOGY:**

The class will be taught using a variety of approaches, including lectures, problem solving, discussions as well as team interaction through case study analysis.

**GRADING / EVALUATION CRITERIA:**

There will be three tests administered – each will contribute to your final grade. In addition, you will have a final comprehensive exam. They are designed to test your knowledge, understanding, and ability to apply the material in the course. Case analysis and exams, and the student project will comprise 80% of the final grade. The student exercises and attendance will account for the remainder.

The grading criteria are as follows:

\*A final letter grade will be determined as follows:

Exams will consist of a mix of short answer and multiple choice, and will test for understanding and application of the course concepts. Accordingly, you are encouraged to ask questions for understanding (particularly during each classes dedicated to “Section Review”). The final exam is cumulative.

**COURSE OUTLINE**

## Detailed Class Schedule

Week	Preparation, Activities, and Evaluation	Assignments
ONE	Syllabus/Introduction – Getting to Know You – First Day Survey  Chapter 1	Concepts Questions 1-10
TWO	Chapter 2	Concepts Questions 1-10
THREE	Chapter 3,	Concepts Questions 1-10
FOUR -	Chapter 4  <b>Midterm Exam</b>	Concepts Questions 1-10
	Chapter 5	Concepts Questions 1-10
	Chapter 6	Concepts Questions 1-10
	Chapter 7 <b>Final Exam</b>  <b>Final Project Presentation</b>	Concepts Questions 1-10

### ATTENDANCE POLICY:

Regular and prompt class attendance is an essential part of the educational experience. Lincoln University expects all students to attend every scheduled meeting of each class on time. Expectations may be made for Lincoln University sponsored activities, illness, or valid emergency situations. In any event, students accept full responsibility for ensuring that work does not suffer from absences. Absence from class, even if excused, does not eliminate the obligation to turn in homework due for the missed class or the ensuing class. As indicated in the Evaluation Procedures section below, attendance is considered in calculating your overall grade. Accordingly, attendance will be documented at each class session.

Faculty adopted the following regulations with respect to absences:

- Four absences may result in an automatic failure in the course.
- Three tardy arrivals may be counted as one absence.

- ❑ Absences will be counted starting with whatever day is specified by the instructor but not later than the deadline for adding or dropping courses.
- ❑ In case of illness, death in the family, or other extenuating circumstances, the student must present documented evidence of inability to attend classes to the Vice President for Student Affairs and Enrollment Management. However, in such cases the student is responsible for all work missed during those absences.
- ❑ Departments offering courses with less than full-course credit will develop and submit to the Vice President for Student Affairs and Enrollment Management a class attendance policy in keeping with the above.
- ❑ Students representing the University in athletic events or other University sanctioned activities will be excused from class(es) with the responsibility of making up all work and examinations. The Registrar will issue the excused format to the faculty member in charge of the off- or on-campus activity for delivery by the student(s) to their instructors.

#### **WIRELESS DEVICES/ CELL PHONE POLICY:**

Use of wireless devices is not permitted in the classroom or during instructional time. Students must keep such equipment turned off or in a silent mode during class time. Cell phones that ring and/or answered during classroom instruction are subject to confiscation by the professor. Confiscated cell phones will be turned over to the Dean of Students.

The use of cell phones is prohibited during classroom sessions, and is required to be either turned off or placed in silent mode. Any student that violates this policy will be given one (1) verbal warning. A second verbal warning can result in classroom dismissal.

#### **ACADEMIC INTEGRITY:**

- Students are responsible for proper conduct and integrity in all of their scholastic work. They must follow a professor's instructions when completing tests, homework, papers, etc. and must ask for clarification if the instructions are not clear.
- Students should not give or receive aid when taking exams, or exceed the time limitations specified by the professor.
- Honesty in the classroom and in meeting course requirements is expected of all students.
- Each student has the responsibility to submit work that is uniquely his or her own.

All work must be done in accordance with established principles of academic integrity.

#### **Acts of Academic Dishonesty (Cheating)**

Specific violations of this responsibility include, but are not limited to, the following:

- ❑ Copying, offering and/or receiving unauthorized assistance or information in examinations, tests, quizzes; in the writing of reports, assigned papers, or special

assignments, as in computer programming; and in the preparation of creative works (i.e. music, studio work, art).

- ❑ The fabrication or falsification of data, results, or sources for papers or reports.
- ❑ The use of unauthorized materials and/or persons during testing.
- ❑ The unauthorized possession of tests or examinations.
- ❑ The physical theft, duplication, unauthorized distribution, use or sale of tests, examinations, papers, or computer programs.
- ❑ Any action that destroys or alters the work of another student.
- ❑ Tampering with grades, grade books or otherwise attempting to alter grades assigned by the instructor.
  - ❑ The multiple submission of the same paper or report for assignments in more than one course without the prior written permission of each instructor.

### **Plagiarism**

If a student represents “another person's ideas or scholarship as his/her own,” that student is committing an act of plagiarism the most common form of plagiarism among college students is the unintentional use of others' published ideas in their own work, and representing these ideas as their own by neglecting to acknowledge the sources of such materials. Students are expected to cite all sources used in the preparation of written work, including examinations. It is each student's responsibility to find out exactly what each of his/her professors expects in terms of acknowledging sources of information on papers, exams, and assignments.