

## SYLLABUS--Entrepreneurship

Course No: BUA 2265  
Section: 01; Monday, Wednesday, Friday (11:30 am – 12:30 pm)  
Instructor: Joe Carter  
Office Phone No.: 857-2459 (extension 2459 on campus)  
Ofc. Hours: Monday & Wednesday 1:00 - 2:30 pm,  
Monday, Wednesday, Friday 10:20 - 11:20 am  
and by appointment  
Lewis Recitation Hall 115

**Class Description:** This course is an introduction to entrepreneurship, the process of combining resources to produce new goods or services. Critical success factors and common failures will be highlighted. The class is designed to provide future entrepreneurs with the tools they need to master the most important issues involved in starting and managing a successful new business venture. Case studies and "live" discussions with small business owners and successful entrepreneurs are featured.

**Required Texts:** *Essentials of Entrepreneurship and Small Business Management*, Zimmerer and Scarborough, 4<sup>th</sup> edition, Prentice Hall

**Testing & Grading:** This class will test the students' mastery of fundamental entrepreneurial concepts, principles, and definitions. There will be two exams, a mid-term and a cumulative final exam\* (100 points each, minimum). Several case studies,# each requiring a written analysis, will be completed (up to five cases, 50 points each). Classroom attendance and participation are course requirements. A variety of guest speakers will be participating. Students will be required to produce written summaries of each presenter (see Exhibit I).

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### Rules of Engagement (ROE):

*"Make the mind command the body—never let the body command the mind." —George S. Patton, Jr.*

Classroom attendance and participation are course requirements. Case study discussions and guest speakers are essential parts of this course which require your presence. Absence will adversely affect your final grade....

### ROE Specifics

1. You are expected to be in class, **on time**, prepared to discuss the material assigned on the syllabus.
2. Foodstuffs should be consumed prior to or after class. (Please notify the instructor about special medical conditions which merit an exception.)
3. Leaving during a class session should occur only for emergencies. Checking one's e-mail is not a valid emergency. (Please notify the instructor about special medical conditions which merit an exception.)
4. Common courtesy dictates only one conversation at a time. Priority is given to the conversation initiated by the instructor or guest speaker.
5. Get your money's worth! The average cost per class session is \$84.50. Attend, participate, learn and grow! Challenge yourself—even on Friday mornings. We will learn a great deal from each other.

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- In lieu of a final exam, students, in teams of two, may elect to submit a business plan proposal describing a tentative venture. The format for this proposal is listed on pages 375 through 377 in the text. (A variety of business planning software programs also offer viable formats. Please secure the instructor's permission prior to selection.)

- # The case study analyses can be completed individually or in teams (preferably three students to a team).

## Guest Speaker Summary

Date:

Name:

Company/Organization:

Relevant Personal/Company Background:

Entrepreneurial Characteristics:

Keys to Success:

What to Avoid:

How I benefited from this Presentation:

	Extremely Effective	Effective	OK	Relatively Ineffective	Ineffective
Speaker Effectiveness:	5	4	3	2	1

Comments:

## Class Schedule — Fall 2003

Session	Subject(s)	Assignments
Aug. 30	Course Overview The Entrepreneurial Mindset	
Sept. 1		Complete Entrepreneurial Mindset Tool Chapter 1, pp. 1 – 33 Howard Head Case Study
Sept. 3	↓	Chapter 2, pp. 34 – 65 Howard Head Case Study (cont.)
Sept. 6	Labor Day – No Class	
Sept. 8	The Creative Process	Howard Head Case Written Analysis Due
Sept. 10	Guest Speaker Mr. Jim Francis	President, CEO, Highland Hospitality Corp. <a href="http://www.highlandhospitality.com">www.highlandhospitality.com</a>
Sept. 13	Howard Head Case Discussion	Tom Bird and Ken Saxon Case Study
Sept. 15	Strategic Management	Chapter 3, pp. 67 – 98
Sept. 17	Forms of Business Ownership and Franchising	Chapter 4, pp. 99 – 137
Sept. 20	Buying an Existing Business	Chapter 5, pp. 139 – 171
Sept. 22	↓	Tom Bird and Ken Saxon Case Analysis Due
Sept. 24	Dennis and Ginny Miller	<a href="http://www.fitfirmhbg.com">www.fitfirmhbg.com</a>
Sept. 27	Tom Bird and Ken Saxon Case Discussion	
Sept. 29	Marketing and Advertising	Chapter 6, pp. 173 - 246 Howard Schultz and Starbucks Coffee Case Study
Oct. 1	Marketing and Advertising con't	Chapter 8, pp. 247 – 292
Oct. 4	E-Commerce and the	Chapter 7, pp. 212 – 246

Session	Subject(s)	Assignments
	Entrepreneur	
Oct. 6	↓	
Oct. 8	Guest Speaker Matt Goddard	<a href="http://G1440.com">G1440.com</a> and <a href="http://Round2Communications.com">Round2Communications.com</a>
Oct. 11	Review Day	Chapters 1 – 8
Oct. 13	Mid-Term Exam Part I	
Oct. 15	Mid-Term Exam Part II	
Oct. 18	No Class – Fall Break	
Oct. 20	Mid-Term Review	Howard Schultz and Starbucks Coffee Case Written Analysis Due
Oct. 22	Starbucks Case Discussion	
Oct. 25	Financial Management	Chapter 9, pp. 293 – 322
Oct. 27	↓	Chapter 10, pp. 323 – 357
Oct. 29	Guest Speaker Ron Readmond	The Winslowgroup.com Chapter 12, pp. 381 – 424
Nov. 1	Business Plans	Chapter 11, pp. 358 – 380
Nov. 3	↓	
Nov. 5	Guest Speakers Ms. Louna Primm, SRVP BB&T	Review BBandT.com
Nov. 8	Choosing the Right Location	Chapter 13, pp. 425 – 462 Gamesedge.com Case Study
Nov. 10	↓	
Nov. 12	TBD	TBD
Nov. 15	Global Considerations	Chapter 14, pp. 463 – 485
Nov. 17		

Session	Subject(s)	Assignments
Nov. 19	Karen Clark	<a href="http://www.air-worldwide.com">www.air-worldwide.com</a>
Nov. 22	No Class	Business Plan Research
Nov. 24, 26	Thanksgiving Holiday	
Nov. 29	Leadership, Growth, and Succession	Chapter 15, pp. 486 – 527
Dec. 1	↓	
Dec. 3	Steve Fader, Jerry Fader	<a href="http://www.mileone.com">www.mileone.com</a>
Dec. 6	Business Plan Presentations	
Dec. 8	Business Plan Presentations	
Dec. 10	Business Plan Presentations	