

Syllabus
BADM 100-01 23691
Discovering Entrepreneurship
Spring 2013

Day/Time/Location: Monday & Wednesday 12:30-1:45pm

Instructor: Dale Lichtenstein
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Office hours: By appointment

Textbook/Course Materials: There is no text book for this course.

In lieu of the textbook, handouts, in-class exercises, videos, and other ancillary tools will be used. Guest lectures may also be used during the term when appropriate, to provide additional insight, experience and knowledge to the course work.

Course Purpose/Objectives/Overview:

This course is designed to introduce the student to the opportunities of a career in business, with entrepreneurship in particular.

Students will utilize their basic knowledge of management practices, economics, marketing, and accounting to *discover* opportunities upon which entrepreneurial enterprises may be built.

Unlike traditionally designed introductory courses, the learning model in Discovering Entrepreneurship is substantially based upon “learning by doing.” While assigned readings and in-class discussions provide the raw materials for building discovery skills and mindsets, the real learning comes in the ambiguous and uncertain challenges tackled in a significant course project. In this project, students are asked to develop their discovery skills by studying consumers in a market of interest to them.

The course culminates in a “Trade Show” where the student teams present prototypes or dramatizations for service innovations that illustrate solutions to the customer problems they have uncovered. Finally, this course addresses the question: where do attractive opportunities come from and how can they be discovered and exploited?

Discovering Entrepreneurship has a substantial communications component. Solutions to business problems for either an existing enterprise or entrepreneurial ideas are useless

without the ability to explain them clearly and concisely. Our focus will concentrate on both the written communication; i.e., reports on findings, conclusions, recommendations for new opportunities, and a presentation to the class.

At the end of this course, the student will have experienced the fundamentals of fact gathering, observation, research and interviewing, as well as business report writing. The student will discover opportunities based upon the research conducted during the course (rather than inventing or creating something).

Course Outcomes:

Discovery skills are fundamental capabilities for any manager or leader who seeks to “do things differently” in his or her organization. Resolving problems and issues that continually arise in any enterprise, requires *discovering* customer or client needs, as well as those of the business, then deciding upon an optimal way forward to satisfy those needs.

Specifically, this is what you will learn and achieve in this course:

- Explore the possibilities and potential of entrepreneurship
- To serve students having career interests of all kinds, not just those who plan to start new ventures.
- Experience first hand, the workings of a business from the point of view of the owner, the customers and clients, and as an outside observer.
- Preparation for eventual entry into the entrepreneurial world.
- Develop and enhance observation, critical analysis, communication, and business writing skills, at a beginning stage of their college career.
- Learn to discover and distinguish between nice-to-do ideas and commercially viable opportunities.
- Experience the transition of ideas and imagination into opportunities.
- Develop skills of analyzing business problems from the perspective of an owner.
- Learn how to effectively research, question, analyze, and evaluate the pertinent facts of an enterprise and the industry.
- Grasp and experience the principles of effective small business management, interpersonal skills, and customer service skills.
- Experience entrepreneurial realities of ambiguity, complexity, and constant change.
- Prepare and present a comprehensive report/analysis, prototype and recommendations.
- Recognize the entrepreneurial potential within yourself.

Required Output:

- Conduct an onsite analysis, to include interviewing the business owner, to learn firsthand the risks, rewards, and daily life of an entrepreneur.
- Conduct research using various sources to create, support, and present team ideas.

- Prepare and present team marketing strategies.
- Working in teams of 5-7, students will produce a highly detailed set of recommendations, and if appropriate, a prototype or service model of their solution to the unmet or poorly met customer/client needs.
- Team video presentation to class.

Procedures:

Attendance/Class Participation 28@ 5each	140 Points
Assignments (10@ varying values for each)	580 Points
Total	720 Points

All assigned work is to be turned in the week it is due. Late assignments will not be accepted, unless previous arrangements have been made with the instructor. All individual and team assignments are to be emailed to the Drop Box on Black Board. ** Submitting an assignment does not guarantee full credit, i.e., maximum points. Each assignment will be reviewed and graded for content, organization, and accuracy, as well as spelling, grammar, and punctuation.

Final Grade Determination:

- A 93-100 % of total points earned
- A- 90-92.9 “
- B+ 87-89.9
- B 83-86.9
- B- 80-82.9
- C+ 77-79.9
- C 73-76.9
- C- 70-72.9
- D+ 67-69.9
- D 63-66.9
- D- 60-62.9
- F 59.9 and below “

Attendance Policies:

Attendance is required. Each absence will result in the deduction of 5 points from your total at the end of the semester. More than two unexcused absences will result in the forfeiture of one letter grade.

Students are expected to be on time and come to class prepared to actively participate in the discussions that take place. This means reading and submitting all assignments on time, as well as asking and answering questions and providing valuable insights. The measure is not the quantity of your participation, but rather, the quality of your contribution in class during the term.

Each team member is required to attend the final presentation. Failure to do so will result in the reduction of one letter grade for the course, regardless of your point total at the time of the presentation.

Policies Regarding Academic Integrity:

A standard of honesty, fairly applied to all students, is essential to a learning environment. All work submitted in this class must be each student's individual effort. Plagiarism is the attempt at crediting someone else's work or ideas as your own. Plagiarism consists of using other people's words or ideas without adequately acknowledging the source of those words or ideas. Plagiarism can take many forms; stealing an entire essay and submitting it as one's own work, quoting parts of a source without acknowledging that source, incorrect, incomplete, or missing documentation elements. Plagiarism will result in your failure of the course.

For further details on Roosevelt University's plagiarism policies:

www.roosevelt.edu/plagiarism

Religious Holiday Policy:

Roosevelt University respects the rights of students to observe major holidays and will make accommodations upon request for such observances. Students who wish to observe religious holidays must inform their instructors in writing within the first two weeks of each semester of their intent to observe the holiday so that alternative arrangements convenient to both students and faculty can be made at the earliest opportunity. Students who make such arrangements by the deadline, will not be required to attend classes or take examinations on the designated days, and faculty must provide reasonable opportunity for such students to make up missed work and examinations. However, all work missed for such absences, including papers and exams, must be made up. Students who do not arrange for excused absences by the deadline are not entitled to such accommodations.

Checkpoints:

There will be random checkpoints throughout the course to ensure understanding of the assignments, readings, and course topics. The purpose of these checkpoints is to indicate to the instructor that the student is current with the course content and all assigned work, lectures and discussions, and grasps the concepts presented in the course.

Special Needs:

If you have a physical, emotional, medical, or learning disability that may impact on your ability to carry out assigned course work, you are encouraged to contact the Academic Success Center- 312-341-3818.

COURSE SCHEDULE

DATES COURSE TOPICS/READINGS/ASSIGNMENTS

Week 1 (1/14, 1/16)

- Introduction to the class, review syllabus, assignments, overall class objectives and expectations. What is the business world? What are the opportunities? How do you define success, how do you achieve it and maintain it?
- What is an entrepreneur?
- Describe the class/team assignment, objectives, goals, and grading criteria.
- **Assignment—Due Week 2**—Self-employment online assessment
- **Assignment- Due Week 6**—Business owner interview. Sample questions to be discussed (handout)

Week 2 (1/23)

- **Assignment Due**--Review and explain Career Key Self-Employment assessment results
- Discuss the impact of entrepreneurship on the economy
- Psychology of the entrepreneur
- Form teams, choose team name
- **Assignment-- Due Week 3**—select team business idea and present 1-minute idea pitch.

Week 3 (1/28, 1/30)

- **Assignment Due**—Team Business Idea Pitch (1-minute)
- **Assignment—Due Week 4**—1st team report
- Outline and review suggested fact gathering questions
- Researching the concept/idea/methods/techniques
- Outline and explain sources of information
- Next steps in the process. Outline the priorities

Week 4 (2/4, 2/6)

- **Assignment Due**—1st Team Report
- Finalize project business targets/assignments for team research project (focus on college-related businesses)
- Review and discuss preliminary ideas for product/service improvement
- Define next steps in the process. Benchmarks for completion

- **Assignment—Due Week 7** 2nd Team Business Report (Business Operating Costs) This is a complete list/explanation of all costs to launch and operate the business.

Week 5 (2/11, 2/13)

- **Assignment-- Due Week 11**—Team Marketing Plan

Week 6 (2/18, 2/20)

- **Assignment—Due Week 9** -- Identify and discuss best/worst customer service experiences. Submit recommendations for improvement.
- **Assignment Due**—Two page summary of business owner interview

Week 7 (2/25, 2/27)

- **Assignment—Due —2nd Team Report (Business Idea Operating Costs)** This is a complete list/explanation of all costs to launch and operate the business.

Week 8 (3/4, 3/6)

- Identify and discuss skills/qualities of effective leaders (HBS case study)

Week 9 (3/11, 3/13)

- **Assignment Due--** Identify and discuss best/worst customer service experiences, cause and effect, and recommendations for improvement. Turn in written report.

Week 10 (3/25, 3/27)

- Questions and discussion
- Begin work on Business Idea 5-minute video

Week 11 (4/1, 4/3)

- **Assignment Due**—Team Marketing and Financial Plans
- Review and discuss Marketing and Financial Plans (with teams)
- Teams preview “rough cut” of video presentation

Week 12 (4/8, 4/10)

- Review rough draft team final papers –individual team meetings (comments/suggestions/changes)

Week 13 (4/15, 4/17)

- Review final presentation evaluation criteria
- Final preview of team video presentation
- **Assignment—Due Week 14**—Team Paper
- **Assignment—Due Week 14--** Reflective Essay on the process & what you have learned.

Week 14 (4/22, 4/24)

- Team video presentations
- **Assignment Due--**Team Paper submitted
- **Assignment Due-** Reflective Essay, submitted online thru Blackboard

Week 15 (4/29)

- Team video presentations
- Course review

* Syllabus topics/assignments/due dates may change during the semester. It is your responsibility to check “Announcements” page on Blackboard for any changes.