

Syllabus for
MGT 421/GFIN 555 — Entrepreneurship
3 Credit Hours
Fall 2017

I. COURSE DESCRIPTION

A study of the art and science of entrepreneurship. Develops technical knowledge through discussion of the tools needed to successfully start and operate a business. Emphasizes the qualitative aspects of entrepreneurship.

Prerequisites: None

II. COURSE GOALS

- A. Students will learn to use the technical tools necessary to effectively develop and operate a business.
- B. Students will demonstrate analytical ability through case discussion.
- C. Students will learn how to interact with guest entrepreneurs who will share their experiences and put the textbook techniques into "real world" perspective.
- D. Students will use the knowledge gained to develop a business plan. Prepared by teams, this project will involve preparation of a report detailing financial requirements, profit projections, and operational strategies for the enterprise. The soundness of the plan will be tested through an oral presentation to a panel of experienced entrepreneurs.

- E. In line with the purpose of the University, this course seeks to do the following:
 - 1. Contribute to the education of the whole person.
 - 2. Encourage each student to place faith in Jesus Christ at the center of his or her life.
 - 3. Encourage the synthesis and integration of the common bond of knowledge provided by the University into a unified whole.
 - 4. Sharpen the communication, computation, and critical analysis skills of each student.
 - 5. Develop appreciation for differing cultures.
 - 6. Increase the students' recognition of God's order, diversity, and creativity and their consequences in the social and historical sciences.
 - 7. Demonstrate that knowledge and experience are related, not separated.
 - 8. Reveal God's purpose and glory as evident in this course of study.
 - 9. Assist the students' development of basic skills, acquiring of basic knowledge, and formulation of a world vision.
 - 10. Advocate the examination of this field of knowledge in the context of its influence upon and its being influenced by others.
 - 11. Encourage a lifestyle of personal fitness and physical well-being.

- F. In line with the purpose of the management program this course is designed to prepare a student for an active role in the general area of management. An objective of this program is to focus on effectively managing the resources of the firm through the functions of planning, organizing, controlling, staffing, and directing. The student has the potential of maximum achievement in several of the varied fields within management. Through all of the courses in management it is the purpose of the program to develop an integrated person – spiritually alive, intellectually alert, and physically disciplined.

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

- A. The "Art" of Entrepreneurship
As a result of successfully completing this course, the student will be able to do the following:

1. Describe the importance of effective decision making in business and will learn the decision-making process.
2. Assess his personal stance on risk taking and approach business opportunities through risk/reward analysis.
3. Discuss how to profit from entrepreneurial mistakes and make significant progress in overcoming the "fear of failure."

B. The "Science" of Entrepreneurship

As a result of successfully completing this unit, the student will be able to do the following:

1. Express the basics of business startups, including:
 - a. select the right industry.
 - b. market analysis and testing.
 - c. development of a founders' team.
2. List the various sources of venture capital and know how to prepare business plans and financial projects necessary to secure capital.
3. Explain the principles of financial management as they relate to entrepreneurial enterprises.
4. Describe the principles of entrepreneurial marketing, including:
 - a. forecasting and controlling sales.
 - b. development of a field sales force.
 - c. organization of distribution networks.

IV. TEXTBOOK

A. Required Textbooks

Wilkinson, Amy (2015). *The Creator's Code*. Simon and Schuster.
ISBN: 978-1451666052

Sims, Peter. *Little Bets*. 2013. Simon & Schuster. ISBN: 978-1439170434

Kevin, Johnson D. (2013). *The Entrepreneur Mind*. Johnson Media Inc..
ISBN: 978-0988479708

Thiel, Peter. (2014). *Zero to One*. Crown Business.
ISBN: 978-0804139298

Heath, Chip. (2007). *Made to Stick*. 2007 Random House.
ISBN: 978-1400064281

Mauborgne, Renee. *Blue Ocean Strategy Expanded*. 2015. Harvard Business Review Press.
ISBN: 978-1625274496

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video,

multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:

- a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers.
 - b. Failing to meet group assignment or project requirements while claiming to have done so.
 - c. Failing to cite sources used in a paper.
 - d. Creating results for experiments, observations, interviews, or projects that were not done.
 - e. Receiving or giving unauthorized help on assignments.
By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.
4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
 5. Students are to be in compliance with University, school, and departmental policies regarding Whole Person Assessment requirements. Students should consult the Whole Person Assessment handbooks for requirements regarding general education and the students' majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting a Whole Person Assessment artifact is a zero for that assignment.
 - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.
 6. This course will be applied business where the students will apply the concepts of Entrepreneurship towards the community. That said, this class will be taught linking the concepts towards ENACTUS projects. **ALL STUDENTS ENROLLED IN THE CLASS WILL HAVE TO BECOME MEMBERS OF ENACTUS AND ACTIVELY PARTICIPATE OF ENACTUS PROJECTS.**

B. Course Policy and Procedures

1. College of Business Attendance Policy
2. Attendance Policy
 - a. In line with the University policy, attendance is mandatory and is taken at the beginning of class. All students who miss class including those who are administratively excused are expected to obtain class notes and materials and to turn in assignments within a reasonable time period determined by the professor. In business, employees are allowed personal days or sick leave to be absent from the job without penalty. Similarly, students may miss class up to the number of times per week a class meets without penalty (see table below). This allowance is for illness, personal business, and/or emergencies. The professor has the discretion to excuse any absence beyond those described above.

- b. If a student has excessive *unexcused* absences, a penalty will be assessed as follows:

Number of days the class meets per week	Number of absences <u>not</u> resulting in a penalty	For <u>each additional day</u> the student incurs an unexcused absence beginning with absence number:	The student's total number of points will be reduced by*:
3	3	4	2%
2	2	3	3%
1	1	2	7%

*Based on a 15 week semester and the number of days per week the class meets.

- c. Whether excused or unexcused, excessive absences may negatively impact the student's performance/grade and may cause the student to fail the course.
 d. The professor has the prerogative to assign bonus points (if any) for perfect attendance.

3. Tardies

- a. Tardy is defined as missing *any* portion of class.
 b. Being consistently tardy to class is disruptive to the class and disrespectful to the professor and to fellow class members. This type of behavior is unacceptable in business. Thus, three unexcused tardies will be equal to one unexcused absence.
 c. Depending on the amount of the class missed, makeup work may be required or a student may be marked absent for that class.
 d. To not be counted absent altogether, the student is responsible to inform the professor that he/she was tardy immediately following that class.

C. Course Policies and Procedures

1. Evaluation Procedures

Point Distribution

Quizzes	100
Mid-Term Exam	100
Final Exam	100
Cases	100
Final Project	100
Total	500

2. Late Work Policy

Late work will not be accepted. Assignments are due on or before the deadline given. Under rare circumstances, exceptions will be made. However, notice of late work must be given before assigned deadline.

3. Attendance Policy

Attendance is mandatory. Students are permitted 1 unexcused absence. After each further unexcused absence, ten points will be deducted from student's final grade. Students are expected to be in dress code. Students arriving not in dress code will be counted as absent.

C. Contact information

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Course Inventory for ORU's Student Learning Outcomes

Entrepreneurship MGT 421/GFIN 555 Fall 2014

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Address the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Address the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The student Learning glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

	OUTCOMES and Proficiencies/Capacities	Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	Outcome #1 – SPIRITUALLY ALIVE				
	<i>Proficiencies/Capacities</i>				
1A	Biblical knowledge			X	
1B	Sensitivity to the Holy Spirit			X	
1C	Evangelistic capability			X	
1D	Ethical behavior	X			
2	Outcome #2 – INTELLECTUALLY ALERT				
	<i>Proficiencies/Capacities</i>				
2A	Critical thinking	X			
2B	Analytical problem solving	X			
2C	Global and historical perspectives			X	
2D	Aesthetic appreciation		X		
2E	Intellectual creativity	X			
2F	Information literacy	X			
3	Outcome #3 – PHYSICALLY DISCIPLINED				
	<i>Proficiencies/Capacities</i>				
3A	Healthy lifestyle				X
3B	Physically active lifestyle				X
3C	Properly balanced nutrition plan				X
4	Outcome #4 – SOCIALLY ADEPT				
	<i>Proficiencies/Capacities</i>				
4A	Communication skills		X		
4B	Interpersonal skills			X	
4C	Appreciation of cultural and linguistic differences				X
4D	Responsible citizenship			X	
4E	Leadership capacity		X		