

Syllabus for  
**ENT 300 / GENT 550 - Entrepreneurship**  
3 Credit Hours  
Spring 2022

**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. STUDENT LEARNING OUTCOMES FOR THIS COURSE**

After completing this course successfully, students will be able to:

**A. Understand the "Art" of Entrepreneurship.**

1. Describe the importance of effective decision making in business and will learn the decision-making process.
2. Assess his or her 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. Understand the "Science" of Entrepreneurship**

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.

**III. ASSOCIATED PROGRAMS**

This course meets degree completion requirements for the following program: Entrepreneurship. This course meets the following Entrepreneurship program outcomes:

- A. Business Knowledge and Application (ENT 2): Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.
- B. Teamwork and Collaboration (ENT 4): Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal.
- C. Written Communication (ENT 5): Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.

**IV. UNIVERSITY OUTCOMES**

This course aligns with the following University Outcomes as indicated on the last page  
Spiritual Integrity

- A. Spiritual Integrity
- B. Personal Resilience

- C. Intellectual Pursuit
- D. Global Engagement
- E. Bold Vision

## V. TEXTBOOKS AND OTHER LEARNING RESOURCES

### A. Required Texts

***Launching New Ventures: An Entrepreneurial Approach***. 8<sup>th</sup> Edition by Allen

Published by Cengage

Hard Copy (ISBN: 9780357039175), Loose Leaf (ISBN: 9780357209554) or eBook (ISBN: 9781337919623) are fine

Access to the Cengage MindTap Site is required so Cengage Unlimited might be an option

## VI. POLICIES AND PROCEDURES

### A. Department Policies and Procedures

1. Attendance is mandatory and is taken at the beginning of class. All students who miss class, including administratively excused, are expected to obtain class notes and materials and turn in assignments within a reasonable time determined by the professor. 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.
2. If a student has excessive lecture and lab *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		
1	1		
4	4	5	20 points

Whether excused or unexcused, excessive absences may negatively impact the student's performance/grade and cause the student to fail the course.

### 3. Tardies

- a. Tardy is defined as missing *any* portion of the class.
- b. Being consistently tardy to class is disruptive and disrespectful to the professor and 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 portion 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 for informing the professor that he/she was tardy immediately following that class.

### 4. Remote and Live Attendance requirements

- a. Students must be appropriately attired for a class as per the ORU dress code. No immodest attire or shorts.
- b. Remote attendance requires the camera to be on for the entire class. If the camera is turned off, the student will be recorded as absent.
- c. Students should arrive at class or log in to Zoom 5 minutes before the class session begins. Students will be counted tardy for arriving or logging in after class has started. If a student is more than 10 minutes late, attendance will not be recorded. If the student leaves class more than 10 minutes early, the student will be recorded as absent.
- d. Students should be actively engaged in the course and be prepared to ask and respond to questions.

## 5. Incompletes

- a.) Faculty members in the College of Business follow the University policy of granting grades of "incomplete" only in emergencies, which would prevent the student from being in class and finishing the work or taking the final examination. Examples of situations that have qualified for incompletes in the past are surgery or car accident near the end of the semester, military duty, or death in the family requiring the student to return home. Situations that did not warrant an incomplete grade are poor performance in the class; excessive unexcused absences, unprepared to take the final exam, or perceived inability to pass the course.  
Written approval from the instructor and the department chair is required before a grade of incomplete can be given.
- b) Following the semester in which the student has received an incomplete, there are fourteen (14) weeks in which to remove it before it automatically becomes an "F" grade.

## 6. Students and faculty at Oral Roberts University 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 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.

7. 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.
8. 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 an artifact is a zero for that assignment.
  - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

#### B. Course Policies and Procedures

1. Evaluation in this course will be conducted on the basis of individual work and of team work as follows:

Individual Work:	Participation & Engagement	10%
	Online Quizzes	15%
	Chapter Presentation	10%
	Guest Speaker Reflections	5%
	Peer Review	5%: 45%
Team Work:	Status Presentation	15%
	Business Plan	25%
	Business Plan Presentation	20%: 55%
		Total – 100%

Changes to the course evaluations, including additional (pop) quizzes, may be given at the instructor's discretion. If so, the grading scale will be adjusted to accommodate them.

Extra Credit – may be made available during the course. If so, it will be announced in class and posted on D2L.

Professional Development Points (PDP) – are accepted for extra credit in this course. If you are not familiar with this program, please see the document in D2L and/or ask the instructor.

2. Grades are assigned on the basis of percentage earned:

90%	-	100%	=	A
80%	-	89%	=	B
70%	-	79%	=	C
60%	-	69%	=	D
0%	-	59%	=	F

3. Evaluation Information

- a. Participation and Engagement: Participation is not attendance. Participation points are earned only by being engaged in the classroom environment and adding to the dialogue.

- i. Attendance is reported to the Registrar and Financial Aid for each class session. There are no points for Attendance.
  - ii. Attendance is taken only at the start of class. If tardy, it is the student's responsibility to ensure that the instructor is aware of his/her partial attendance.
- b. On-Line Quizzes: Each chapter from the text has an assigned, accompanying online quiz on the text's portal on the Cengage MindTap site. (Login information will be provided in class and on D2L.) These quizzes and exercises are designed to show understanding of key course concepts.
  - i. All quizzes are due as listed **before** the class session in which the chapter material will be discussed. These assignments are completed and submitted within the Cengage MindTap site.
  - ii. Late quizzes will be accepted (a) only within 1 week after the posted due date and (b) for a maximum of half credit.
- c. Chapter Presentations: Each student will present the core concepts of at least one chapter from the text. (Schedule to be determined in class.) The goal is to clearly share the fundamental principles from the chapter to those in the class using a PowerPoint for a timed presentation. Evaluation of presentations will be conducted based on the rubric in D2L.
  - i. Presentations must be uploaded to D2L at least 24 hours before the scheduled presentation in the format: **Entre, <Last Name>, Chapter <X> Presentation.pptx**
- d. Guest Speaker Reflections: During the course, we will have guest speakers from a range of different industries and professions. After each speaker's presentation, each student will write a least a two-page reflection on the major points learned from the speaker and how the speaker's insights can be used in life and/or in the Business Plan assignment. (Specific grade items are in the rubric on D2L.)
  - i. Submissions should be submitted to D2L by the listed due dates and times with the name: **Entre, <Last Name>, Reflection, Speaker Name.docx**.
- e. Peer Review: At the end of the course, each student will submit a confidential review of the performance of each member of his or her team. The goal is to keep each team member aware of being accountable to the team for his or her performance.
- f. Team Status Presentations: These are opportunities for each team to present to the class the status of their business plan. Successes and difficulties should be candidly shared to help both receive and give insights among the members of the class. Every team member needs to have a role in the presentations.
  - i. One PowerPoint per team should be submitted to D2L by the listed due dates and times with the name: **Entre, <Team Name>, Status Presentation <Number>.docx**

- g. Team Business Plan: This is a team project designed to provide students with a chance to learn about entrepreneurship by writing a complete business plan for a start-up venture. The goal is to learn how businesses are created and the type of work that entrepreneurs do. Specifics about contents of the plan and the team assignments will be announced in class and specified in the rubric on D2L.
- i. The points for the Plan will be divided as follows:
    - a. Presentation – 5% (of the total course grade)
    - b. Final Paper - 20%
  - ii. The final paper will not be of any particular length. It will be graded on its completeness of a business plan and its effectiveness in presenting the business concept to one not familiar with the business (e.g. an outside investor). It will be double-spaced in 12-point Time New Roman font with 1” margins. It will be in APA format and will have an executive summary.
  - iii. Other:
    - 1. **Presentation** – All presentations will be timed to help students learn to effectively utilize the allotted time to share information in a professional manner. The use of PowerPoint is expected. Guidelines for PowerPoint presentations will be posted on D2L. Business professional dress is **required for the entire class** during all team presentations. PowerPoints will be submitted via D2L at least 24 hours before the scheduled presentation with the following naming: **Entre, <Team Name>, Presentation <Name>.pptx**. Only 1 submission is needed for the team.
    - 2. **Paper** – The final paper will be submitted via D2L by the listed due date and time and evaluated on the depth of content, grammar and spelling, the ability to express their ideas, and the correct use of the APA format as outlined in the posted grading rubric. The required file format is: **Entre, <Last Name>, Final Paper.docx**. Only 1 submission per team is needed.
    - 3. All of the Plans created in this course are eligible for submission to the Love’s Entrepreneur’s Cup competition conducted by i2E. In this competition, open to colleges across the state, all participants can win scholarships and/or cash prizes. The submission of plans will be in early 2020. However, in order to have a competitive plan, this semester is when they should be developed! Many class sessions will be focused on plan development and staff from i2E will be visiting class to give practical information about plan content.
- h. NOTE: **All** written assignments need to be evaluated by the student in Grammarly prior to submission. The submission of the Grammarly report showing a score of 90% or better with each submission is required.

4. Assignments and presentations are due on the date and time scheduled. Failure to meet deadlines will result in an assessed deduction in course grade, potentially one letter-grade reduction. Any make-up presentations will be allowed at the discretion of the instructor.
- C. The instructor reserves the right to modify, change, or waive any part of the syllabus or the evaluation criteria for this course. The instructor will provide notification of any modifications should they take place



## Weekly Schedule of Classes and Assignments

The schedule is flexible and will be updated as needed.

Some successful entrepreneurs will be addressing the class as guest speakers. Dates will be announced during the semester and the schedule will be adjusted.

Wk	Topic	Presenter(s)
1	<b>Introduction to Course</b>	
	Discussion of Syllabus Chapter Presentation Schedule Assignment of Teams and Chapter Presentations	
2		
	Presentation/Discussion – Chapter 1	
	Presentation/Discussion – Chapter 2	
	<b>Guest Speaker or Team Meetings</b>	
3		
	<i>No School – Labor Day</i>	
	Presentation/Discussion – Chapter 3	
	<b>Guest Speaker or Team Meetings</b>	
4		
	Presentation/Discussion – Chapter 4	
	Presentation/Discussion – Chapter 5	
	<b>Guest Speaker or Team Meetings</b>	
5		
	Presentation/Discussion – Chapter 6	
	Presentation/Discussion – Chapter 7	
	<b>Guest Speaker or Team Meetings</b>	
6		
	Presentation/Discussion – Chapter 8	
	Presentation/Discussion – Chapter 9	
	<b>Guest Speaker or Team Meetings</b>	
7		
	Presentation/Discussion – Chapter 10	
	Presentation/Discussion – Chapter 11	
	<b>Guest Speaker or Team Meetings</b>	
8		
	Presentation/Discussion – Chapter 12	
	Presentation/Discussion – Chapter 13	
	<b>Guest Speaker or Team Meetings</b>	
9		
	Team Presentations – State of the Product	
	Team Presentations – State of the Product	
	Team Presentations – State of the Product	

10	
	Student Presentation – Chapter 14
	Student Presentation – Chapter 15
	<b>Guest Speaker or Team Meetings</b>
11	
	Student Presentation – Chapter 16
	Student Presentation – Chapter 17
	<b>Guest Speaker or Team Meetings</b>
12	
	Discuss Team Project Presentations
	<b><i>Business Plans and Presentations Due by 23:59</i></b>
13	
	Team Project Presentations
	Team Project Presentations
	Team Project Presentations
14	
	<b>Finals Week</b>

**The schedule may change!** You are responsible for checking D2L regularly and for listening carefully in class as changes to the schedule are discussed.

# Course Inventory for ORU's Student Learning Outcomes

## ENT 300: Entrepreneurship Spring 2022

This course contributes to the University and program 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.

OUTCOMES	Significant Contribution	Moderate Contribution	Minimal Contribution
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SPIRITUAL INTEGRITY			
ENT 300 -			
Entrepreneurship Program Outcome :			

PERSONAL RESILIENCE			
ENT 300 -			
Entrepreneurship Program Outcome :			

INTELLECTUAL PURSUIT			
ENT 300 -			
Entrepreneurship Program Outcome :			
Entrepreneurship Program Outcome :			

GLOBAL ENGAGEMENT			
ENT 300 -			
Entrepreneurship Program Outcome :			

BOLD VISION			
ENT 300 -			
Entrepreneurship Program Outcome :			
Entrepreneurship Program Outcome :			