## Entrepreneurship: MGMT 3400-50/55

## Mon/Wed 5:30-6:45pm [Zoom Link](https://csub.zoom.us/j/84613479338?pwd=bWF6V3A2WmZZbjZEUFE3SWhhYmVZdz09)

**California State University Bakersfield Fall 2022**

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| **Instructor:** Dr. Jeremy Woods | **Class Location:** (Bako: ITV Studio C / AV: Room 121) |
| **Email**: [jwoods7@csub.edu](mailto:jwoods7@csub.edu) | **Office Location:** BDC 136 |
| **Phone number**: (213) 400-0829 | **Office Hours:** Mon/Wed 3-5:30pm or by appointment. |

**Text, Materials and Recommendations**

Required Text

Entrepreneurship Practice & Mindset Instant Access; Edition: 2nd, ISBN: 9781071803653; Author: Neck; Publisher: Sage Publications, Inc. The text and corresponding online package cost $80 and can be purchased using the link below:

* <https://us.sagepub.com/en-us/nam/entrepreneurship-vantage-digital-option/book272354>
  + Provide the Sage Course ID: **WOODSD-4012** (Sec. 50) or **WOODSC-1654** (Sec. 55)when you register.
  + The following links may be helpful while registering:
    - [Student Registration Process](https://youtu.be/0akZFmqpdIg)
    - [Student Introduction to Sage Vantage](https://youtu.be/RaNxr3YJe-s)
    - If you encounter a problem while registering for the course, you can reach out to Sage Technical Support:
      * Sage Technical Support Hours: Monday - Friday: 8:00 a.m. - 11:00 p.m. ET; Saturday: 11:30 a.m. – 8:00 p.m. ET; Sunday: 11:30 a.m. – 11:00 p.m. ET.
      * Phone: (800) 818-7243 ext. 7080 or (805) 410-7080.
* Online access to the Business Model Canvas (free at <https://bmfiddle.com/>)
* Computer - Canvas access and Email Account. All technical questions / problems should be directed to [Helpdesk@csub.edu](mailto:Helpdesk@csub.edu)
* Basic computer skills to include proper online and email etiquette (netiquette), how to use Microsoft Office programs, how to save documents in the proper format, how to upload documents to Canvas.
* The ability and willingness to read the book and materials, follow instructions, and adhere to deadlines. Most of the communication in this class will be in written form because it is an online asynchronous class. Students will need to read carefully rather than skim in order to perform well in the course. As such, you are mostly in charge!
* Good time management and communication skills.

Optional Course Material/ Suggested Readings

* **Title:** The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses. **Author:** Ries. **Year:** 2011 (strongly recommended)
* **Title:** Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. **Author:** Osterwalder, Alexander, and Pigneur. **Year:** 2010.

Useful Web Resources

* [www.udacity.com/course/ep245](http://www.udacity.com/course/ep245)
* [www.sba.gov/](http://www.sba.gov/)
* [www.score.org/](http://www.score.org/)
* [www.bplans.com/](http://www.bplans.com/)
* [www.entrepreneur.com/](http://www.entrepreneur.com/)
* [www.nfib.com](http://www.nfib.com)

# Course Description and Structure

This course will seek to provide a well-grounded understanding of the essential entrepreneurial principles as well as an introduction to the major concepts and fundamental principles involved in the management of a new business. Emphasis will be placed on entrepreneurship and problems involved in the initiation stage. Key business areas of management, marketing, finance, and accounting will be addressed from an entrepreneurial perspective. Students will learn to develop a comprehensive business strategy for launching and managing their own entrepreneurial venture.

# Course Learning Objectives

* **CLO 1:** Develop an understanding of important business issues as they relate to new ventures.
* **CLO 2**: Identify, appreciate, and assess the knowledge, attitudes, and skills of an entrepreneur.
* **CLO 3:** Demonstrate the ability to prepare a coherent business model canvas and a business plan pitch deck.
* **CLO 4:** Identify the essential steps necessary to create and operate a new venture.
* **CLO 5:** Be familiar with the fundamental financial requirements and competencies for startups.

# Grading Scale

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| --- | --- | --- | --- |
| A | 93+ | C | 73-76.99 |
| A- | 90-92.99 | C- | 70-72.99 |
| B+ | 87-89.99 | D+ | 67-69.99 |
| B | 83-86.99 | D | 63-66.99 |
| B- | 80-82.99 | D- | 60-62.99 |
| C+ | 77-79.99 | F | below 59.99 |

**Course Evaluation Method**

The specific assignments and grade proportions are as follows:

* 1. PDP & LinkedIn Profile: 55 points
  2. Chapter tests: 195 points
  3. Participation: 200 points
  4. New venture ideation: 50 points
  5. Business model canvas: 150 points
  6. Pitch deck: 150 points
  7. Final exam: 200 points

Total 1,000 points

**Grading Philosophy**

My most important goal is to help each and every one of you reach your professional goals. You can reach your professional goals whether you get and A, B or, C in this course. In order to maintain the integrity of the grades in the class, not everyone will get an A. Approximately 25% of you will get A’s, 50% of you will get B’s, and 25% of you will get C’s. Exceptions may be made on a case by case basis for outstanding or poor performance. Regardless of what grade you get, however, I am committed to helping EACH of you realize your full professional potential!

One of the most important capabilities each of you have is the capability to take ownership over your own professional life. There are countless good reasons for not getting something done, but at the end of the day, the final measurement is whether you deliver high-quality results or not. I won’t think any less of you as human beings if you don’t deliver high-quality results, but your grade will reflect the results you deliver. In order for each of you to reach your full professional potential and excel professionally, you need to take initiative, think outside the box, and solve problems while remaining relentlessly diligent, open-mindedly humble, and transparently cooperative.

**Overview of Assignments**

Chapter Quizzes and Participation

1. *PDP & LinkedIn Profile*. Each student must complete a professional development plan (PDP), create a LinkedIn profile, and connect to me on LinkedIn.
2. *Chapter Tests.* Each week, you will be assigned a reading of one chapter from our textbook. Once you have gone over the content from the chapter AND listened to my lecture, you will need to complete the weekly quizzes. The quizzes are multiple choice and T/F and consist of 15 questions. All assigned quizzes must be completed by Sunday end of day each week.
3. *Participation.* You are expected to attend each Zoom lecture and respond whenever I call on you with a question.

Group Work

I will randomly assign you into groups. You will collaborate with your group members and complete the following three assignments as a group.

1. *New Venture Ideation.* Each group will decide on a new venture concept that you will investigate and pursue throughout the remainder of the semester. Before you select and agree on one group idea, collaborate with your group members (through email, text, WhatsApp, Zoom, Facetime, etc.) and brainstorm several ideas based on questions that I will provide. Summarize your brainstorming in a Word document.
2. *Validated Business Model Canvas.* After deciding on a new venture idea to pursue you will be prompted to further investigate the concept and develop and validate a complete business model around your new venture idea. I will provide you with a link to access the business model canvas (BMC) template and fill in the nine building blocks.
3. *Final Business Pitch Deck Presentation.* Your final project will be to complete a business pitch deck for your new venture concept. A template will be provided for you to follow.

Final Exam

During the last week of class, you will take the final exam. Once you start, you will have 2.5 hours to complete the exam in one sitting. The final exam will have multiple choice and T/F questions drawn from the content and its applications from the 13 chapters covered in the course.

**Course Outline** (Subject to change)

**Week Date Topic Due**

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| --- | --- | --- | --- |
| **Week 1** | **08/22** | * Overview of course schedule & grading * Introduction to entrepreneurship * Establishing a professional image * Professional development planning |  |
| **08/24** |
| **Week 2** | **08/29** | * Practicing entrepreneurship (**08/31 ONLY – NO CLASS 08/29**) | * Draft LinkedIn profile * PDP * Chapter 1 test |
| **08/31** |
| **Week 3** | **09/05** | * Activating an entrepreneurial mindset (**09/07 ONLY – NO CLASS 09/05**) | * Chapter 2 test |
| **09/07** |
| **Week 4** | **09/12** | * Creating and recognizing new opportunities | * Chapter 3 test |
| **09/14** |
| **Week 5** | **09/19** | * Using design thinking | * Chapter 4 test |
| **09/21** |
| **Week 6** | **09/26** | * Building business models | * Chapter 5 test |
| **09/28** |
| **Week 7** | **10/03** | * Developing your customers | * Chapter 6 test * New venture ideation |
| **10/05** |
| **Week 8** | **10/10** | * Testing and experimenting with new ideas | * Chapter 7 test |
| **10/12** |
| **Week 9** | **10/17** | * Developing networks and building teams | * Chapter 8 test |
| **10/19** |
| **Week 10** | **10/24** | * Creating revenue models | * Chapter 9 test |
| **10/26** |
| **Week 11** | **10/31** | * Planning for entrepreneurs | * Chapter 10 test |
| **11/02** |
| **Week 12** | **11/07** | * Anticipating failure | * Chapter 11 test * Business model canvas |
| **11/09** |

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| **Week 13** | **11/14** | * Financing for startups | * Chapter 13 test |
| **11/16** |
| **Week 14** | **11/21** | * **NO CLASS (Thanksgiving Break)** |  |
| **11/23** |
| **Week 15** | **11/28** | * Supporting social entrepreneurship | * Chapter 16 test |
| **11/30** |
| **Week 16** | **12/05** | * Pitch decks | * Pitch deck * Final exam   (both due by December 13) |

**Academic Integrity**

If you have any questions regarding academic integrity, please refer to the university’s policy at the following website: <http://www.csub.edu/osrr/Academic%20Integrity%20/index.html>.

**Accommodations for Students with Disabilities**

Accommodations will be made for students with disabilities. For more information, please visit the following website <http://www.csub.edu/univservices/ssd/>.