Northern Kentucky University
Haile/US Bank College of Business
Department of Management
Principles of Entrepreneurship
ENTP-300
Summer 2013

Instructor: Dr. John Clarkin
Office: BC 351
Phone No: 859.572.6973
E-mail: clarkinj1@nku.edu
Office Hrs.: By appointment

Our Vision:
The Haile/US Bank College of Business is the first choice of students, faculty, and other stakeholders in our region. We are known for the excellence of our students, faculty, and staff as well as the success of our alumni as business and community leaders.

Our Mission:
Our mission is to prepare our graduates for successful careers as ethical and effective business and community leaders in the global economy. We pursue this mission with dedicated and caring faculty committed to active learning, rigorous scholarly inquiry of all types, and public engagement.

Assurance of Learning:
The College of Business has established learning outcomes for all its majors. All business majors share some learning outcomes, and some learning outcomes are specific to the majors. In this course, Principles of Entrepreneurship, students will learn skills that provide foundations for creativity and innovation in business, including:

• How business ideas are generated;
• How to determine if an idea is a viable opportunity for value creation;
• How to apply critical thinking skills to evaluate and seize an opportunity;
• How to present opportunities to potential sources of capital

Because this course also is available to students pursuing majors other than entrepreneurship, it also provides a foundation to build on concepts of new venture creation.
Course Objectives:
The materials and instruction in this course should enable students to:
1. gain knowledge of the context, concepts and process of entrepreneurship
2. be better able to conceive and develop entrepreneurial opportunities
3. be able to determine the feasibility of a new business concept
4. develop the ability to critique a business plan

College of Business learning goals addressed in this class are:
1. Effective communications – writing assignments and presentations
2. Ethical awareness – review of socially- and environmentally-responsible entrepreneurship (consistent with the department statement of excellence found below)
3. Global awareness – integrated throughout the course
4. Problem solving ability – the feasibility analysis project, case analysis and business plan analysis all involve problem solving

Entrepreneurship is multi-faceted. This course teaches the concept of entrepreneurship as a process of economic or social value creation, rather than the single event of opening a business. Reflecting recent research, the course focuses on opportunity recognition, assembly of the financial and human resources needed to develop the idea, and launching the new venture.

Among the topics covered in this class are:
• opportunity recognition,
• creativity and idea generation,
• new venture viability,
• entrepreneurial finance,
• elevator pitches.

Prerequisites:
Students enrolled in this course will have achieved junior standing. It is expected that students will have a working knowledge of Microsoft Excel, including the use of its various workbook navigation tools and the use of basic formulas.

Required text:
The required text for this course is:
New Venture Creation
ISBN 9780390940285
McGraw Hill

Students are expected to have their own copy of this text no later than 1 week after class begins.
Additional readings from various business publications, and Internet sources will be provided to students through Blackboard.

**Grading:**
Grading in this course will be consistent with grading criteria used by the Department of Management, according to the table below:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>% Equal to or Greater than</th>
<th>Grade Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93</td>
<td>4.00</td>
</tr>
<tr>
<td>A-</td>
<td>90</td>
<td>3.67</td>
</tr>
<tr>
<td>B+</td>
<td>87</td>
<td>3.33</td>
</tr>
<tr>
<td>B</td>
<td>83</td>
<td>3.00</td>
</tr>
<tr>
<td>B-</td>
<td>80</td>
<td>2.67</td>
</tr>
<tr>
<td>C+</td>
<td>77</td>
<td>2.33</td>
</tr>
<tr>
<td>C</td>
<td>73</td>
<td>2.00</td>
</tr>
<tr>
<td>C-</td>
<td>70</td>
<td>1.67</td>
</tr>
<tr>
<td>D+</td>
<td>67</td>
<td>1.33</td>
</tr>
<tr>
<td>D</td>
<td>60</td>
<td>1.00</td>
</tr>
<tr>
<td>F</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Grades will be calculated using a 1,000-point scale, based on the following table:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final concept paper and presentation</td>
<td>400</td>
</tr>
<tr>
<td>Blog (7 assignments @30 points each)</td>
<td>210</td>
</tr>
<tr>
<td>Discussion (7 assignments @20 points each)</td>
<td>140</td>
</tr>
<tr>
<td>SCAMPER Assignment</td>
<td>50</td>
</tr>
<tr>
<td>Elevator Pitch</td>
<td>50</td>
</tr>
<tr>
<td>One-minute paper (7 assignments @10 points each)</td>
<td>70</td>
</tr>
<tr>
<td>Case Studies (2 cases @40 points each)</td>
<td>80</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>

Rubrics for evaluation of each activity and assignment are provided in Blackboard.

**Course Policies:**
To better prepare students for the professional environment found in business, students are expected to conduct themselves in a professional manner in the
classroom. Conduct deemed inappropriate by the instructor will not be tolerated. The Haile/US Bank College of Business has an additional Code of Student Conduct, created by student organizations. Please visit the College website at http://www.nku.edu/~cob/CodeConduct.htm to which students must also adhere.

All assignments listed on Blackboard must be submitted ONLY through the designated Assignment link on Blackboard, unless otherwise specified by the instructor. Credit awarded for assignments submitted late, via email, printed or completed through other means is at the discretion of the instructor. All submitted assignments, quizzes, and exams, unless otherwise specified, are to be the work of the INDIVIDUAL STUDENT. Any work that receives an individual grade should reflect the effort of an individual student, without collaboration or assistance from others.

Extra credit assignments may be included in this course at the sole discretion of the instructor. To be eligible for extra credit work, all required work must be submitted prior to submitting any work for extra credit.

Any and all suspected violations of the University’s Student Honor Code will be promptly addressed as required by the policy. Students are expected to have read the policy, to understand it, and to comply with its terms.

**Course Calendar:**
The course is divided into eight modules, and structured to begin each module on Monday and end the work on each module by the following Sunday at midnight. All readings and assignments for each module are to be completed by the due dates specified in each module. Students should refer to Blackboard for most current information related to this class. An approximate schedule of topics and readings is provided in Blackboard, outlining each week’s readings, activities, assignments, and resources.

**Participation:**
This course is designed to be interactive, and includes both discussions and blogs to assist in the learning process. Student participation is an essential part of the design of this course, and is instrumental in the achievement of the outlined learning objectives. Dates have been established to ensure that these time-sensitive forums attain the greatest level of participation, and students are expected to adhere to the due dates published. Students who do not meet the assignment due dates will not be able to participate, make-up missed assignments, or learn from the discussions or interactive experiences.
**Student rights and responsibilities:**
The maintenance of academic standards and integrity includes the obligation not to cheat or plagiarize. A student who uses a dishonest or deceitful means to obtain a grade is guilty of cheating; a student who submits another’s work as one’s own without adequate attribution is guilty of plagiarism. Any and all work found to be produced through cheating or plagiarizing will earn a grade of zero.

Students are fully responsible for learning the entire course content and all material disseminated in the class. Absences do not release you from this responsibility. Please see the NKU Code of Student Rights and Responsibilities at [www.nku.edu/~deanstudents](http://www.nku.edu/~deanstudents).

**Students with Disabilities:**
Students with disabilities who require accommodations (Academic adjustments, auxiliary aids or services) for this course must register with the Disability Services Office. Please contact the Disability Service Office immediately in the University Center, Suite 320 or call 859/572/6373 for more information. Verification of your disability is required in the Disability Services Office for you to receive reasonable academic accommodations.

**Syllabus Changes and Updates:**
Dates and assignments documented in this syllabus are subject to change at the discretion of the instructor. Every effort will be made to provide any changes to the class in writing, using Announcements in Blackboard. Verbal notification at a class meeting, however, will constitute sufficient notice. Every effort will be made to communicate effectively with students, including email, telephone, and Blackboard calendar and announcements.

**Final Project:**
The final project for this course will be submitted by students on or before the time specified by the instructor in Blackboard. Exceptions due to extenuating circumstances will be discussed well in advance on an individual basis, and outcome determined at the sole discretion of the instructor.