



Course Syllabus

Course Number: BA 260

Course Name: Introduction to Entrepreneurship

Course Description: This course introduces the basic concepts, language, and tools of contemporary entrepreneurship. This course will showcase entrepreneurial successes, develop entrepreneurial critical thinking skills, and help students evaluate their personal potential for entrepreneurial success. This course is intended both for those who are just curious to learn more about entrepreneurship and those who ultimately want to launch their own business venture.

Credit Hours: 4 hours

Professor: Wilson Zehr, PhD ABD, MBA, BS, Entrepreneur

Office: Zabel Hall, 221

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Office Hours: Tue/Thu 2:00 – 4:00 (and by appointment)

Classroom: NA

Class time: Online

Required Text and Readings:

Entrepreneurship; Hisrich, Robert D., Peters, Michael A., and Shepherd, Dean A; 10th edition; ISBN 978-0-07-811284-3

Optional materials: Additional articles and readings related to entrepreneurship may be assigned throughout the course of the term. We will also invite entrepreneurial speakers as schedules permit.

Prerequisites: none

Learning Outcomes:

Upon the successful completion of this course, students will be able to:

1. Recognize the mindset and characteristics of an entrepreneur
2. Distinguish between entrepreneurship and intrapreneurship activities
3. Identify new business opportunities and analyze their potential for success
4. Select the type of business entity and understand the implications of that choice
5. Describe the structure and composition of a formal business plan (+rapid prototyping options)
6. Forecast the resources required and identify the fund-raising options available
7. Predict the changes in strategy that come with different growth stages
8. Evaluate the pros and cons of different outcomes and liquidity events

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Means of Assessment: All learning outcomes are assessed with quizzes, exams, a group project, along with class attendance and participation.

Online Quizzes: 20% of Final Grade

There will be an online exam available after every chapter we cover in class. The exam is typically 15 multiple choice or true/false questions worth 2 points each. Questions will be taken from the lectures, textbook, assigned articles, discussion questions, videos, guest lectures, and any other supplementary materials pertinent to the course. Students will have one week to complete each exam. Once an exam is closed no make-up exams or extensions are available. There will be no mid-term or final exam.

Discussions: 20% of Final Grade

There will be one set of discussion questions per week. These are listed in your weekly module on Canvas. The discussion questions are worth 30 points each. In order to get full credit you will have to respond to each discussion question (0-20 points) by Thursday and then post a meaningful comment to a classmates post (0-10 points/each) before the end of the week.

You are encouraged to post on more than one classmates post, but at least one is required for this assignment. We are looking for comments that add in a significant way to the dialog rather than just a "high five" - though positive encouragement is always a good thing! 😊

Discussion weeks go from Monday to Sunday night at midnight. **Late work will not be graded so please plan accordingly.**

Video Reviews: 20% of Final Grade

There will be several video reviews due on noteworthy entrepreneurs over the course of the term. The assignments will be posted in your weekly module on Canvas. The assignment will consist of a video clip with questions that explore the entrepreneur, the opportunity, and the success factors. You will watch the video and then prepare a review (maximum of 2 pages, 1.5 spaced, 12 point font) that responds to the questions.

The reviews will be graded based on the sophistication of the written contribution and the quality of the information presented. We are looking for insightful analysis – not just a summary of what was included in the video.

Opportunity Analysis: 30% of Final Grade

Students will participate in small groups to identify, analyze, and present a potential venture “concept” – this is **NOT** a business plan. This a feasibility study of the basic idea for a new venture. As such, the project should reflect an understanding of the core concepts that have been studied in this course. The project should also reflect a concerted research effort to investigate the idea that is being proposed.

This is a group project (most ventures require a team). We will select teams during the second week of class. The details of this assignment will be shared on Canvas in week 3.

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Individual Research: 10% of Final Grade

Interview an inspirational entrepreneur about their business. How long have they been in business? How did they come up with the idea? Was it through a formal evaluation of market needs or something that they fell into based on their own personal experiences? Did they develop a formal business plan? Where did the seed capital come from? Do they see an exit anytime soon and what does that look like? What accomplishments are they most proud of? What was the worst situation they ever faced? What hard lessons did they learn? What inspires you most about this individual?

This is a research project. The quotes from your interview will serve as the foundation for your report. However, you also need to step back and look at the business objectively and see if everything that you have heard makes sense. Was this really a good opportunity? What makes it so compelling? What would you do differently given the chance?

This assignment should be no more than 4 pages long using a normal 12 point font and 1.5 line spacing. Please use a formal and professional tone. Use headings to separate parts of the text. While the actual content of your writing is most important, points will be deducted for grammar, spelling, and length.

Projects must be submitted before class time on the date due. **Late projects will not be accepted.**

A summary of the total points possible for this class by assignment is provided below. The final course grade assigned will be based on the percentage of total points earned by the student as outlined in the table below.

Grade	Minimum Points
A	95
A-	90
B+	86
B	84
B-	80
C+	76
C	74
C-	70
D	60
F	<60

Assignment	Due Date	Maximum Score	% of Total	Learning Outcomes
Online Quizzes	weekly	300	20%	1-8
Discussions	weekly	300	20%	
Video Reviews	Week 2, 4, 6, 8	100	20%	3-6
Opportunity Analysis	Mon Finals week	200	30%	3
Individual Research	week 7	100	10%	1, 3
Course Total			100%	

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General Education Category and Outcomes: Does not qualify as a general education course.

University Writing Requirement (UWR) Outcomes: Does not qualify as a UWR

EOU Writing Center

The Writing Center provides a place — physical or virtual — where every EOU writer can find an interested, responsive reader. Writing tutorials are free of charge for EOU's undergraduate and graduate students who are writing for any course at any level, or who are writing resumes, job letters, graduate applications, and more. Go to eou.mywconline.com to schedule an appointment in the Writing Center (Loso Hall 234). Students in online course can also visit the [eTutoring](#) page to submit papers to a writing tutor.

Statement on Student Conduct:

Eastern Oregon University places a high value upon student safety and protecting the inclusive and inviting nature of the learning environment. The university does not permit behavior that is disrespectful, threatening, or disruptive; to faculty, other students, or the learning process. This policy applies both inside and outside the classroom. Please refer to the student Code of Conduct for more details: <https://www.eou.edu/student-affairs/code-of-conduct/>

Statement on Academic Misconduct:

Eastern Oregon University also places a high value upon the integrity of its student scholars. Any student found guilty of an act of academic misconduct (including, but not limited to, cheating, plagiarism, or theft of an examination or supplies) may be subject to having his or her grade reduced in the course in question, being placed on probation or suspended from the University, or being expelled from the University—or a combination of these. Please see Student Handbook at: <http://www.eou.edu/saffairs/handbook/honest.html>

Accommodations/Students with Disabilities Policy:

Any student who feels he or she may need an accommodation for any type of disability, please make an appointment to see me during my office hours or contact the Disability Services Office in Loso Hall, Room 234. Phone: 541-962-3081 (disabsvc@eou.edu). You can learn more about the types of services offered here: <https://www.eou.edu/disability/accommodations/>.

Syllabus Prepared By: W. Zehr

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