**[](https://www.eou.edu/)Course Number:** MBA TBD

**Course Name:** Strategic Entrepreneurship

**Course Description:** This course will examine entrepreneurship in all its forms including: entrepreneurship, intrapreneurship, and social ventures. The course will cover best practices in ideation, venture screening, team building, and capital formation. Students will also learn how to build highly efficient, yet cost effective ventures, by understanding when it makes sense to build, buy, or partner. The focus of this class is creating growth-oriented scalable ventures.

**Credit Hours:** 3 hours

**Professor:** TBD

**Office:** TBD

**eMail:** TBD

**Office Hours:** TBD

**Classroom:** NA

**Class time:** Online

**Required Text and Readings:**

Case/reading packet is available from EOU bookstore (or online provider).

**Prerequisites:** Admitted MBA student in good academic standing (or instructor permission)

**Learning Outcomes**: On completion, students should demonstrate the following outcomes.

1. Profile the concepts, tools, practices, and processes associated with entrepreneurship, intrapreneurship, and social ventures
2. Generate venture ideas and assess the feasibility and overall attractiveness
3. Select the right source of funding and capital structure
4. Write a concise and well-integrated business plan
5. Assemble the best team for the venture

**Course Overview:** The pursuit of new product/venture ideas is the cornerstone of global economic growth. This activity is essential for creating new ventures (entrepreneurship) and sustaining the vitality of existing ventures (intrapreneurship). In addition, a wave of new social ventures are now addressing important environmental/social concerns, helping people, and contributing to the greater good. Entrepreneurship is also the single greatest source of social evolution and personal wealth – John D. Rockefeller, Sam Walton, Steve Jobs, Bill Gates, and Mark Zuckerberg are all entrepreneurs. You can change the world too!

Students will also have the opportunity to create a new venture concept and then map out a plan to bring it to market and grow the opportunity.

**Means of Assessment**: All learning outcomes are assessed with discussion questions, quizzes, response briefs, and a business plan + investor pitch.

**Discussion Questions: 30% of Final Grade (30 points/discussion)**

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.**

**Quizzes: 30% of Final Grade (30 points/quiz)**

There is an online quiz for every segment that we cover in class. The exams are “generally” due the Sunday the week after the material is discussed in class. The dates are all published on Canvas – *when in doubt, check Canvas*. These are open book exams and there is no time limit for completion as long as the exam is submitted before the deadline. Each exam will consist of 15 multiple choice, true/false, or short answer questions covering material from class discussion, the textbook, assigned articles, discussion questions, videos, or guest lectures.

**Response Briefs: 10% of Final Grade (25 points/brief)**

There will be a number of response briefs due on noteworthy entrepreneurs or other “hot topics” over the course of the term. The assignments will be posted in your weekly module on Canvas. The assignment will usually consist of a video clip or press clipping with questions that explore the topic in more detail. You will review the information presented and then prepare a response brief (maximum of 2 pages, 1.5 spaced, 12 point font) that responds to the questions.

The Response Briefs 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/press clip.

Please be certain that you address the question(s) posed. Additionally, please use appropriate grammar and “proof read” your document. **Points will be deducted** **for poorly prepared written assignments.** Papers that do not address the assigned question, or are “off-topic”, will receive no credit.

Papers must be submitted before the date posted on Canvas. **Late papers will not be accepted.**

**Investor Pitch: 10% of Final Grade (100 points)**

Outside capital is often required to fund a venture of any scale that requires significant up-front investment in people, facilities, or intellectual property. Raising capital from outside investors (angels, venture funds, strategic investors …) usually requires a business plan and an investor pitch. The investor “pitch” is a brief presentation that takes the potential investor through the opportunity, the value proposition, the team, the investment required, and the return/upside.

The class will be broken into teams which will each plan a new business venture over the course of the team. Each team will present their investor “pitch” the final week of class. Additional information on this project and scoring criteria will be presented on Canvas.

**Business Plan: 20% of Final Grade (200 points)**

The business plan is a document that describes the details of a business venture. The business plan serves a number of purposes for new ventures. First, it helps the team systematically think through the attractiveness and feasibility of the opportunity. Second, it can help communicate the offering and operational details to internal and external stakeholders. Finally, the business plan is pivotal to raising funds from sophisticated external investors (when required).

The business plan should answer critical questions such as: what is the opportunity and the offering; how large is the opportunity; what is the window of opportunity; what type of skills or resources (land, labor, capital) are required; what is the business model; and what do the operational details look like? A complete business plan with financials can be more than 40+ single spaced pages + appendices. In this class you will prepare a “condensed” business plan that covers just the *essential* elements of the opportunity. Additional information on the exact form of the business plan and scoring will be provided on Canvas.

The class will be broken into teams which will each plan a new business venture over the course of the term. The teams will be formed the second week of class and each team will select a new business venture from a list supplied by your instructor. Teams will each be responsible for creating a business plan and an investor pitch over the course of the term. The investor pitch is due the final week of class and the business plan is due Monday of finals week.

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 %** |
| A | 95 |
| A- | 90 |
| B+ | 87 |
| B | 84 |
| B- | 80 |
| C+ | 77 |
| C | 74 |
| C- | 70 |
| D | 60 |
| F | <60 |

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| --- | --- | --- | --- | --- | --- |
| **Assignment** | **Due date** | **Max score** | **Percentage of total grade** | **Learning Outcomes** | **Program Outcomes** |
| Discussion Questions | as assigned | 300 | 30% | 1 - 5 | 1, 4 |
| Quizzes | as assigned | 300 | 30% | 1 - 5 | 1, 4 |
| Response Briefs | as assigned | 100 | 10% | 1, 3 | 1, 4 |
| Investor Pitch | Friday week 10 | 100 | 10% | 2-5 | 2 |
| Business Plan | Mon finals week | 200 | 20% | 4 | 2, 4 |
| Course Total |  | 1,000 | 100% |  |  |

**General Education Category and Outcomes**: This an elective course in the MBA program.

**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](mailto:disabsvc@eou.edu)). You can learn more about the types of services offered here: [https://www.eou.edu/disability/accommodations](https://www.eou.edu/disability/accommodations/)/.

**Syllabus Prepared By**: W. Zehr

**Date**: 10/28/2017