**Business Administration**

**Academic Syllabus**

**Effective: 2020-2021**

**Course Number: 210211.10**

**Course Name: Entrepreneurship**

**Course components: On-line course**

**Credits: 3**

**Course Objective:** *Entrepreneurship* explores the allure of entrepreneurship, teaching students how to successfully launch and grow their own business. Using real business profiles of inspiring young entrepreneurs, the text engages students through relevant examples they can easily relate to. We will examine entrepreneurship through an easy, four-step process that clearly outlines both the excitement and difficulty of launching a new company. Careful to identify failures as well as successes, the text is a guide to starting a new business.

Many of you will, in the course of your professional careers will have the opportunity to be involved with a new company or start-up. This course will provide you with a framework for involvement with a new venture, and no less important, a framework for evaluating a new venture before you join it.

**Course Description:**

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| --- | --- | --- |
| **Chapter in Text** | **Text Topic** |  |
|  | **Part I: Introduction** |  |
| 1 | Introduction to Entrepreneurship |  |
|  | **PART II: DEVELOPING SUCCESSFUL BUSINESS IDEAS** |  |
| 2 | Recognizing Opportunities and Generating Ideas |  |
| 3 | Feasibility Analysis |  |
| 4 | Developing an Effective Business Model |  |
|  | Homework 1 |  |
| 5 | Industry and Competitor Analysis |  |
| 6 | Writing a Business Plan |  |
|  | Homework 2 |  |
|  | **PART III: MOVING FROM AN IDEA TO AN ENTREPRENEURIAL FIRM** |  |
| 7 | Preparing the Proper Ethical and Legal Foundation |  |
| 8 | Assessing a New Venture’s Financial Strength and Viability |  |
| 9 | Building a New-Venture Team |  |
| 10 | Getting Financing or Funding |  |
|  | Homework 3 |  |
|  | **PART IV: MANAGING AND GROWING AN ENTREPRENEURIAL FIRM** |  |
| 11 | Unique Marketing Issues |  |
| 12 | The Importance of Intellectual Property |  |
| 13 | Preparing for and Evaluating the Challenges of Growth |  |
| 14 | Strategies for Firm Growth |  |
| 15 | Franchising |  |
|  | Homework 4 |  |

**Evaluation criteria:**

This course is an on-line course, offering you the opportunity to proceed according to your own pace. However, there are homework assignments that will have to be turned in. Homework assignments turned after the final date of the semester (February 22, 2021) will not be accepted. The homework assignments are in the Moodle files. There will four homework assignments, each covering multiple reading assignments and consisting of 33 questions. Each question will be worth 3 points.

**Home works** represent 60% of your final grade. Home works are to be turned in electronically (by email). Home works will be returned to students after grading. **Homeworks are to be submitted in word doc format. Any other format and the homework will be returned to sender for resubmission.** They are to be submitted to: [humphries@bezeqint.net](mailto:humphries@bezeqint.net)

**Semester Project**: rather than a final, students will submit a semester project. The semester project will be to develop a Business Plan. On the Moodle will be a template of a business plan, along with some examples of actual business plans. Students may/should team up into teams of 2 students to submit a business plan (just 2, not 3 and not 4).

Business plans are to be of professional quality, with each element thought out and researched. Assume that your business plan is going to be submitted to a funding source. It will be graded at that level.

The following are the business categories for the Business Plan. You are to choose and confirm one of them with me.

|  |  |  |
| --- | --- | --- |
| Traditional Restaurant | Fast-Food | Clothing Store |
| On-Line Book Store | On-line Gift Shop | Traditional Gift Shop |
| Bio-tech start-up | On-line Grocery Store | Traditional Grocery Store |
| On-line Fast Food | Gym | Hardware store |
| Garage (Auto repair) | Hotel | Children's Park (rides, etc.) |

**Cautionary Note:** uploading an existing business plan and submitting it as your own counts as cheating. Don't go there.

Final Grade calculation:

60% for home work

40% for Semester project



**Bibliography:**

**Text:**

'Entrepreneurship: Successfully Launching New Ventures', 6th Edition

Bruce R. Barringer, Texas A&M University   
R Duane Ireland, Texas A&M University

<https://www.pearson.com/store/p/entrepreneurship-successfully-launching-new-ventures/P100002737929>

The text can be purchased/rented via the above link.