



# LINCOLN UNIVERSITY

Spring Semester, 2018

## **BA 330 – Entrepreneurship**

**COURSE SYLLABUS**

**Monday (3:30pm – 6:15 pm)**

Instructor: Dr. Arthur Ashurov, # 407;

Level: Mastery 1 (M1)

Office Hours: Thursdays from 11:30am to 12:30pm by arrangement

Phone: (510) 628-8010

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**3 Units = 45 Lecture Hours**

### **Required Text and Materials:**

Essentials of Entrepreneurship and Small Business Management, 2016 8th Edition; Norman M. Scarborough; Pearson;

The course designed to provide an educational vehicle for understanding small business entrepreneurial thinking and practice. It gives introduction to the process of turning ideas into a successful start-up enterprise. Special emphasis on innovations derived from research and technology development. Students will be exposed to what entrepreneurship takes in a start-up context, and how integrate execution can be successfully utilized in a variety of career and work contexts. There will be a special effort to define key areas which an entrepreneur should be aware of, and to provide a framework of “toolkit” resources relevant to start-up execution. Students draft a business plan related to a business of own interest, using all available tools, techniques, and experience.

**Last Revision:** January 12th, 2018

### **Educational Objectives:**

1. To understand the concept of entrepreneurship and start-up ventures.
2. To gain knowledge of planning and organizing the venture
3. To understand the types of business ownership for small and large enterprises, organizational structures and management function.
4. To discuss the fundamentals of managing the new and small business enterprises.

### **Instructional Methods:**

The course will be conducted in the form of lectures and interactive discussions on the present small business entrepreneurial thinking and management practice. Case studies will be provided.



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### Course Learning Outcomes:

	Course Learning Outcome	Assessment Activity
1	Understand the dynamics relating to establishing, leading and growing entrepreneurial company, strategic management, marketing, advertising and promotion, human resources management, succession and risk management in start-up business.	Participation in the in-class discussions; video case studies; quizzes; midterm/final exams
2	Understand forms of business ownership, franchising, and buying an existing business.	Participation in the in-class discussions; video case studies; quizzes; midterm/final exams
3	Demonstrate an ability to conduct a feasibility analysis, craft a solid business/financial plan for start-ups.	Participation in the in-class discussions; video case studies; quizzes; midterm/final exams
4	Understand how to choose the best location, layout, and physical facilities for entrepreneurial venture.	Participation in the in-class discussions; video case studies; quizzes; midterm/final exams
5	Understand the role ethics and social responsibility play in entrepreneurship	Participation in the in-class discussions; video case studies; quizzes; midterm/final exams

### Attendance:

Students are expected to attend each class section. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

**Dropping the class:** If you decide not to continue in the class, please call or go to Admissions and Records and drop yourself. You do not need to involve the instructor. **Do not assume that the instructor will drop you for not attending the class.**

### Grading Policy:



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Your grade will be determined as follows:

Grade Structure	Points
Team Presentation + Team Evaluation	70 + 30
Attendance	30
Participation in the Class	70
Midterm Exam	100
Final Exam	100
Total Points	400

Grades will be earned as follows:

Points Earned	Letter Grade
360- 400; 340-359	A; A-
320-339; 300-319; 280-299	B+; B; B-
260-279; 240-259; 220-239	C+; C; C-
180-219	D
<180	F

### Exams:

We will have two exams: midterm and final exam during the course of the semester. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The exams are not “open book” or “open notes”.

Students for whom English is not a first language may use a dictionary during exams.

**ABSOLUTELY NO MAKEUP TESTS AND PROJECTS ARE ALLOWED.**

### Other Comments:

- Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
- Please come **on time**. Late arrivals disturb everyone else. Attendance will be taken in **10-15 minutes** after the beginning of each class.
- Students may not read other materials (newspapers, magazines) during class.
- Students are to remain in class during the entire session with the exception of breaks. **Students are not allowed to come and go during class session.**
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- To avoid distracting noise in class, cellular phones **must** be turned off or the ringing mode silenced.
- All class participants are expected to exhibit respectful behaviors to other students and the instructor. All students have the right and privilege to learn in the class, free



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from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd or foul language

*The instructor reserves the right to change this syllabus*

### CLASS SCHEDULE

<b>Date</b>	<b>Focus of Discussion</b>	<b>Homework Assignment</b>
M: 01/22	Orientation via Syllabus. Introduction to Course Team Project Assignment. Chapter 1	Read Ch.1 Team Project Assignment
M: 01/29	Chapters 2, 3	Ch. 2, 3
M: 02/05	Chapter 4	Ch. 4 Case 1- reading and answering questions in writing
M: 02/12	Chapters 5, 6	Ch. 5, 6
M: 02/19	NO CLASS	
M: 02/26	Chapter 7	Ch. 7 Homework – Quiz 1. Answering questions in writing
M: 03/05	Chapter 8 Midterm Exam Review	Ch. 8
M: 03/12	<b>Midterm Exam (Chapters 1 – 8 )</b>	
M: 03/19	Midterm Exam Results Review. Chapters 9, 10	Ch. 9, 10
M: 03/26	Chapters 11, 12	Ch. 11, 12 Case 2 – reading and answering questions in writing
M: 04/02	Chapters 13, 14	Ch. 13, 14



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M: 04/09	Chapters 15,16	Ch. 15,16
M: 04/16	Chapter 16	Ch.16
M: 04/23	Team Project Presentation;	
M: 04/30	Team Project Presentation; Final Exam Review	
M: 05/07	<b>Final Exam</b>	

**NOTE: This schedule is subject to change**

## **Appendix 1. Program and Institutional Learning Outcomes**

*BA 330 – Entrepreneurship*

	<b>Course Outcome</b>	<b>PLO</b>	<b>ILO</b>		<b>Assessment</b>
		Number	Level		
1	Understand the dynamics relating to establishing, leading and growing entrepreneurial company, strategic management, marketing, advertising and promotion, human resources management, succession and risk management in start-up business.	PLO 1	M1	ILO 1b, ILO 2b	Homework, participation in the in-class discussions; case studies; quizzes;
2	Understand forms of business ownership, franchising, and buying an existing business.	PLO 2	M1	ILO 1b, ILO 2b, ILO 4b	Participation in the in-class discussions; case studies; quizzes;
3	Demonstrate an ability to conduct a feasibility analysis, craft a solid business/financial plan for start-ups.	PLO 4	M1	ILO 4b, ILO 5b, ILO 6b	Participation in the in-class discussions; case studies; quizzes;
4	Understand how to choose the best location, layout, and physical facilities for	PLO 5	M1	ILO 4b, ILO 5b	Course project presentation, course project



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entrepreneurial venture.				report; case studies;
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### Reference:

<b>Institutional Learning Outcomes (ILOs)</b>	
<i>MBA Graduates of Lincoln University should be able to:</i>	
<b>1b</b>	Recognize and be able to work with the components of reasoning and problem solving; understanding concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference.
<b>2b</b>	Gather and assess relevant information, using abstract ideas to interpret it effectively; being able to develop well-reasoned conclusions and solutions, and testing them against relevant criteria and standards
<b>3b</b>	Be exemplary business professionals and try to ensure that the products of their efforts will be used in socially responsible ways, will meet social needs, and will avoid harmful effects to health and welfare
<b>4b</b>	Lead by example in order to create highly collaborative organizational environment, and be able to develop and use strategies to encourage employees at all organizational levels to do the same.
<b>5b</b>	Set goals and have a vision of the future. The vision should be owned throughout the organization. As effective leaders, they should habitually pick priorities stemming from their basic values.
<b>6b</b>	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
<b>7b</b>	Demonstrate fluency in the use of tools, technologies and methods in the field. They should know how to evaluate, clarify and frame complex questions or challenges using perspectives and scholarship from the business discipline.
<b>Program Level Outcomes (PLOs)</b>	
<i>Students graduating our MBA program will be able to:</i>	
<b>1</b>	Develop and exhibit applied and theoretical knowledge in the field of management and business administration
<b>2</b>	Use theoretical knowledge and advanced problem solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management
<b>3</b>	Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters
<b>4</b>	Demonstrate autonomy, creativity, and responsibility for managing professional practices
<b>5</b>	Demonstrate leadership and set strategic objectives for team performance
<b>6</b>	Identify ethical issues/problems in business organizations and reach decisions within ethical framework