Lincoln University

BA 255 – Entrepreneurial Management

COURSE SYLLABUS
Spring, 2018

Instructor:	Prof. Arthur Ashurov, PhD
Lecture Schedule:	Monday, 3:30pm – 6:15 pm
Credits:	3 units / 45 lecture hours
Level:	Advanced (A)
Office Hours:	Mondays from 11:30am to 12:30pm by arrangement
	e-mail: ashurov@lincolnuca.edu
Textbooks:	Essentials of Entrepreneurship and Small Business Management, 8th Edition, 2016; Norman M. Scarborough; Pearson.
Last Revision:	January 12, 2018

COURSE DESCRIPTION

Exploring the management as a new and total enterprise. Concentration on the impact of innovative personality and its approach to decision making. The primary focus of this course in to study the behavior involved in forming new business, including venture capital, purchasing a business, recognizing and evaluating opportunities, networking, selling, etc. This course consists of case studies, discussing in-class exercises and an outside project. (3 units)
Prerequisite: BA 110

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.

COURSE LEARNING OUTCOMES[1]

	Course LO	**Program LO**	**Institutional LO**	**Assessment Activities**
1	Understand the dynamics relating to establishing, leading and growing entrepreneurial company, strategic management, marketing, advertising	PLO 1	ILO 1a, ILO 2a, ILO 3a	Participation in the in-class discussions; case studies; quizzes;

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[1] Detailed description of learning outcomes and information about the assessment procedure are available at the Center for Teaching and Learning website (ctl.lincolnuca.edu).

				midterm/final exams
2	Understand forms of business ownership, franchising, and buying an existing business.	PLO 2	ILO 1a, ILO 6a	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	ILO 1a, ILO 2a, ILO 5a	Participation in the in-class discussions; case studies; quizzes
4	Understand how to choose the best location, layout, and physical facilities for entrepreneurial venture.	PLO 5	ILO 3a, ILO 4a	Course project presentation, course project report; case studies

INSTRUCTIONAL METHODS
This is a direct classroom instruction course.
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.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

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.

GRADING POLICY
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 project 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 from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd of foul language.
The instructor reserves the right to change this syllabus

COURSE SCHEDULE

Date	Focus of Discussion	Homework Assignment
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	**Midterm Exam (Chapters 1 – 8)**	
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
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	**Final Exam**	