



Lincoln University

BA 330 – Entrepreneurship COURSE SYLLABUS

Spring, 2019

- Instructor:** Prof. Arthur Ashurov, Ph.D.
Lecture Schedule: Tuesday, 12:30 PM – 3:15 PM
Credits: 3 units / 45 lecture hours
Level: Mastery 1 (M1)
Office Hours: Tuesday, 11:15 AM – 12:15 PM
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Phone: (510) 628-8010
- Textbooks:** Essentials of Entrepreneurship and Small Business Management, 2016, 8th Edition; Norman M. Scarborough; Pearson
ISBN-10: 0133930386; ISBN-13: 978-0133930382.
- Last Revision:** January 4, 2019

CATALOG DESCRIPTION

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.

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 OUTCOMES¹

| | Course LO | Program LO | Institutional LO | Assessment Activities |
|---|---|-------------------|-------------------------|--|
| 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 | ILO 1b, ILO 2b | Homework, participation in the in-class discussions; case studies; quizzes; midterm/final exams. |
| 2 | Understand forms of business ownership, franchising, and buying an existing business. | PLO 2 | 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 | 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 entrepreneurial venture. | PLO 5 | ILO 4b, ILO 5b | 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.

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

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

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

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

| Date | Focus of Discussion | Homework Assignment |
|-------------|--|--|
| Tu: 01/15 | Orientation via Syllabus. Introduction to Course Team Project Assignment. Foundations of Entrepreneurship. | Read Ch. 1 Team Project Assignment |
| Tu: 01/22 | Ethics and Social Responsibility. | Ch. 2, 3 |
| Tu: 01/29 | Feasibility Analysis and Business Model Design. | Ch. 4 Case 1- reading and answering questions in writing |
| Tu: 02/05 | Crafting Business Plan. Forms of Business Ownership. | Ch. 5, 6 |
| Tu: 02/12 | Franchising | Ch. 7 Homework – Quiz 1. Answering questions in writing. |
| Tu: 02/19 | Bootstrap Marketing Plan Midterm Exam Review | Ch. 8 |
| Tu: 02/26 | Midterm Exam (Chapters 1 – 8) | |
| Tu: 03/05 | Midterm Exam Results Review. E-Commerce. Pricing and Credit Strategies. | Ch. 9, 10 |
| Tu: 03/19 | Financial Plan and Cash Flow. | Ch. 11, 12 Case 2 – reading and answering questions in writing. |
| Tu: 03/26 | Equity and Debt Financing. Location and Layout. | Ch. 13, 14 |
| Tu: 04/02 | Global Aspects of Entrepreneurship. | Ch. 15,16 |
| Tu: 04/09 | Building a New Venture Team. | Ch. 16 |
| Tu: 04/16 | Team Project Presentation. | |
| Tu: 04/23 | Team Project Presentation; Final Exam Review | |
| Tu: 04/30 | Final Exam | |