



Lincoln University

BA 330 – Entrepreneurship

COURSE SYLLABUS Spring 2020

- Instructor:** Prof. Albert Loh
Lecture Schedule: Tuesday, 12:30 PM – 3:15 PM
Credits: 3 units / 45 hours of lectures
Level: Mastery 1 (M1)
Office Hours: Tuesday, 11:45 AM - 12:30 PM, or by appointment
e-mail: aloh@lincolnuca.edu
Textbooks: Harvard Business Review: Entrepreneur's Handbook, Everything You Need to Launch and Grow Your New Business, 2018, ISBN-13: 978-1633693715.
Technology Ventures: From Idea to Enterprise, by Byers, Dorf & Nelson, 4th edition (January 2014). ISBN-10: 0073523429; ISBN-13: 978-0073523422.
Tools: A basic handheld calculator is required. **Mobile device calculator will not be allowed.** Supplemental materials (such as periodical, article, or case study) will be provided in class.
Last Revision: January 4, 2020

CATALOG DESCRIPTION

The course is designed to provide an educational vehicle for understanding entrepreneurial thinking and practice. It gives introduction to the process of turning ideas into a successful startup enterprise. Special emphasis on innovations derived from research and technology development. Students will be exposed to what entrepreneurship takes in a startup 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 startup execution. Students draft a business plan related to a business of own interest, using all available tools, techniques and experience. (3 units)

EDUCATIONAL OBJECTIVES

You've read all the glorious stories surrounding Facebook, Twitter, WhatsApp, Uber, Airbnb, etc. but you've never heard about the sad reality facing Wigix, TechLive and Outbid. What does it really take to build a successful enterprise? One major objective of this course is to model the life of a serial entrepreneur here in Silicon Valley so that you will have the chance to personally reflect on your desire to pursue this type of career.

This course is organized in 4 modules that introduce students to opportunities in identifying, designing, and building new ventures. The first part looks at venture concept and strategy, and the second part explores the formation of an enterprise. Functional planning forms the third part and fund-raising campaign constitutes the final module.

COURSE LEARNING OUTCOMES¹

Course LO	Program LO	Institution LO	Assessment activities
An understanding of what entrepreneurship entails and how business ideas come about	PLOs 1, 2, 6	ILO 1b, 2b	Homework, participation in classroom discussions; case studies; exam.
Formation of business entity from sole proprietorship, partnership, limited liabilities company to corporation	PLOs 1, 2	ILO 1b, 2b	Actual paperwork in forming a business entity and exam
Essence of business plan and functional areas such as production, marketing, operations, and sales.	PLOs 1, 2	ILO 1b, 2b	Term project and class presentation. Learn to write a teaser page.
Familiarization of various competitive analytical models to develop strategies and sustainable advantages.	PLOs 1, 2	ILO 1b, 2b	Participation in classroom discussions and exam.
Sources of financing, securities such as Preferred, SAFE, convertibles, etc., and kickstarter program.	PLOs 1, 2	ILO 1b, 2b	Participation in classroom discussions and exam.
Profit and harvest time.	PLOs 1, 2	ILO 1b, 2b	Participation in classroom discussions and exam.

INSTRUCTIONAL METHODS

This is a direct classroom instruction course.

The course will be conducted in the form of lectures and discussions on each topic shown in the class schedule below.

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).

COURSE REQUIREMENTS AND EVALUATION

The class will not begin until all mobile devices are removed and kept away from the student's desk.

While in class, students are expected to conduct themselves in a professional manner. Professionalism includes regular attendance, participation in class discussions, civil conduct, and

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).

ethical behavior, etc. If a student is observed coming to class late often, being disrespectful to peers, texting or using mobile devices, or carrying on personal conversations during lecture, the professionalism portion of the grade will be reduced based on a demerit system. The course begins with each student having the full 50 points. Any absence after the last day to drop a class and/or tardiness without valid reasons greater than 3 times will result in 5 points deduction, respectively. Behavioral offenses such as texting, using of mobile devices, or engaging in disorderly conduct in spite of reminder or warning will result in 10 points deduction.

Homework assignment:

Every student needs to read the PowerPoint Slides according to the syllabus timetable in preparation for the upcoming class session.

Higher education is about learning how to learn. So, in acquiring new knowledge, always pay attention to the learning objectives of each chapter or topic. In addition, you will enhance your understanding by solving the chapter problems to be assigned in class. Of course, you are welcome to bring questions to class for discussion by reading ahead of each classroom lecture. Achievement is assured when done repetitively.

GRADING POLICY

Your performance in this course will be evaluated under the following model:

Term Project	150 points	A = 361 – 400
Final Exam	200 points	B = 301 - 360
Professionalism:	50 points	C = 241 - 300
Total	400 points	D = 201 - 240
		F = < 200

The final exam include open-ended, multiple choice, or both types of questions and problems that are similar to the term assignments. They are designed to test both theory and problem solving. There will be NO “make-up credit” or "extra credit" work during and after the semester. The instructor reserves the right to modify the grading system based on class performance and notification to the students about any change during the semester. You are responsible for keeping apprised of any change in syllabus. If you plan to be sick on exam days, please do the exam a day earlier before getting sick.

The key to success in this course is communication and interaction. Thus, we will have to work as a team. First, we will create a positive learning environment where everyone can participate without fear. Second, relevant reading and problem assignments will be presented and discussed in class. When in doubt, ask.

Scholastic Dishonesty

Scholastic dishonesty will not be tolerated. Students who violate rules of academic dishonesty are subject to disciplinary penalties, including failure in the course and/or other actions from the University.

CLASS SCHEDULE

Date	Topics
Jan 21	Pitch deck from Airbnb; Wash-Rinse.com; and Video: https://www.youtube.com/watch?v=f6nxcfbDfZo
Jan 28	Identification of Opportunity to Find Product-Market Fit https://www.youtube.com/watch?v=Mtjatz9r-Vc
Feb 4	Type of Competitive Analyses, Strategies, and Business Model
Feb 11	Organizing your Business Entity and Legal Documents
Feb 18	Purposes and Uses of Business Plan in 3 P's and 3 C's: Story vs. Number
Feb 25	Stories of Failures: Theranos; Jawbone; WeWork; etc.
Mar 3	Intellectual Property: Patent; trademark, copyright, trade secrets, etc.
Mar 10	Spring Recess
Mar 17	Product Development https://www.youtube.com/watch?v=C6VfIB24QMM
Mar 24	Importance of Marketing and Sales: Can you sell ice to the Eskimos?
Mar 31	Financial Plan, Valuation, Sources of Capital, and Financing Realities
Apr 7	Financing documents and incentive stock options
Apr 14	Scaling Up – Leadership vs. management, process, system, and structure
Apr 21	Harvest Time: IPO, merger, spin-off, and independent
Apr 28	Business case presentation
May 5	2.5-Hour Final Exam (Closed Books)

Addendum: Supplemental Course Materials

The PowerPoint slides are designed to give students a head start in learning course materials in a concise and coherent fashion. They are not intended to substitute, but complement, the textbook and classroom lectures. Don't just read; you need to absorb and understand the body of knowledge through a synthesis of critical thinking and problem solving skills. Thus, attending classroom lectures and completing exercises and assignments are critical to your success.