



LINCOLN UNIVERSITY

BA 330 – Entrepreneurship

COURSE SYLLABUS

Fall, 2014 – Tuesday (3:30 pm – 6:15 pm)

Instructor: Dr. Arthur Ashurov

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3 Units = 45 Lecture Hours

Required Text and Materials:

Essentials of Entrepreneurship and Small Business Management, 2014, 7th Edition;
Norman M. Scarborough; Pearson; ISBN 10: 0-13-266679-0;
ISBN 13: 978-0-13-266679-4

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: August 20th, 2014

Course 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.

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.**



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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



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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	Reading Assignment
Tue: 8/26	Orientation via Syllabus. Introduction to Course Team Project Assignment. Chapter 1	Read Ch. 1 Team Project Assignment
Tue: 9/02	Chapters 2, 3	Ch. 2, 3
Tue: 9/09	Chapter 4	Ch. 4
Tue: 9/16	Chapters 5, 6	Ch. 5, 6
Tue: 9/23	Chapter 7	Ch. 7
Tue: 9/30	Chapter 8 Midterm Exam Review	Ch. 8
Tue: 10/07	Midterm Exam (Chapters 1 – 8)	
Tue: 10/14	Midterm Exam Results Review. Chapter 9	Ch. 9
Tue: 10/21	Chapters 10, 11	Ch. 10, 11
Tue: 10/28	Chapter 12	Ch. 12
Tue: 11/04	Chapters 13, 14	Ch. 13, 14
Tue: 11/11	NO CLASS	
Tue: 11/18	Chapters 15, 16	Ch. 15, 16
Tue: 11/25	NO CLASS	
Tue: 12/02	Team Project Presentation; Final Exam Review	
Tue: 12/09	Final Exam (Chapters 9 - 16)	

NOTE: This schedule is subject to change.