

# **BUS 471 Selected Topics: Entrepreneurship**

Instructor: Dave McLaren

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## **COURSE DESCRIPTION:**

A three credit course that examines the nature of entrepreneurship and the entrepreneur in society. Students will study the process of defining and identifying difference between ideas and opportunities, and turning opportunities into successful business enterprises and implementation of entrepreneurial projects. Case studies will be used throughout the course providing practical real world application. Students will complete a detailed Business Model Canvas with supporting documentation on a business of their choice.

**TEXT:** Entrepreneurship: Starting and Operating a Small Business, 4/E, by Steve Mariotti and Caroline Glackin, Prentice-Hall, ISBBN-10: 0133934454 \* ISBN-13: 9780133934458

## **COURSE OBJECTIVES:**

Upon completion of this course, students will:

1. Understand entrepreneurship and the different types of entrepreneurship
2. Identify business opportunities and challenges
3. Have the knowledge need to develop business plans
4. Understand a business model canvass
5. Understand “value proposition” from a customer perspective
6. Understand the importance of knowing your customer
7. Identify resources required for a business startup and sources of capital
8. Understand the importance of financial statements and financial projections
9. Create Business Model Canvasses

## **Individual and Group Case Studies/Assignments**

Group and Individual Case studies and assignments will be due each week. Finished Case Studies/Assignments will be submitted electronically to the instructor. A weekly schedule of Group and Individual Case Studies/Assignments will be provided to registered students prior to the first class meeting. All students are expected to participate and contribute to in-class discussion of Case Studies and Assignments.

- Student Groups: Student Groups will be formed during the first class meeting and each group will submit their Case Studies/Assignments electronically and will provide a presentation to the class when requested.
- Individual: Each student will submit their finished Case Studies/Assignments electronically.

## **Business Model Canvas**

Each student will assume the role of an entrepreneur and present their entrepreneurial Business Model Canvas week 8. They can assume the role of a Non-Profit, For Profit, Green, or Social Entrepreneur or Intra-entrepreneur.

Each student will complete a Business Model Canvass with supporting documentation and research. Completed Business Model Canvasses will be presented during Week 8 Class. Students will provide an evaluation of the presentations and the presenters will be provided an anonymous summary of the evaluations

## **Grading:**

Group Case Studies & Assignments	200 points
Individual Case Studies & Assignments	200 points
Business Model Canvass	100 points
Total	500 points

### **Grading Scale:**

90-100%	A	65-69.9%	C-	Below 55%	F
80-89.9%	B	60-64.9%	D		
70-79.9%	C	55-59.9%	D-		

### **Schedule:**

PowerPoint presentations and other in class materials will be e-mailed to you prior to each class meeting. I encourage you to bring your laptop to class each week

<b>Week</b>	<b>Chapters</b>
1-2	Chapters 1-3:Entrepreneur Pathways
3-4	Chapter 4-6: Integrated Marketing
5-6	Chapters 7-10: Show Me the Money: Finding, Securing, and Managing It
7	Chapters 11-13 Operating A Small Business Effectively
8	Business Model Canvass Presentations

**Late Work Policy:** I accept late work within 2 days after the due date and time with a 10% deduction. No late work is accepted after 2 days.

**Academic Integrity:** Cheating, plagiarism, and other forms of academic dishonesty will result in an F for the course automatically. Please read Doane College's policy regarding academic dishonesty outlines in the student handbook.

**Student Expectations:** Attendance is required except for illness or school activities. Please contact me prior to your absences. Excess absences will result in a falling grade. Turn off cell-phones, electronic devices, or switch to vibrate mode while in class. No texting or surfing while in class. You are encouraged to ask questions, contribute and share ideas and thoughts in a professional manner. Students with special needs and assistance, please contact me right away