Great Basin College  
Course Syllabus  
Spring 2015

Course Title: Entrepreneurship – MGT 487
Sections: 1001
Credits: Three (3)
Instructor: Stephen J. Theriault, MBA
Instructor Contact: Office (775) 753-2235  
Cell Phone (775) 220-5582
Instructors Office: GTA 103
Classroom: WebCampus/Canvas Platform
Class Schedule: Monday 12:01 AM through Sunday evening at 11:59 PM
Class time: Internet
Office Hours: Monday: 9:00 – 11:30 AM and Thursday 1:00 – 3:30 PM  
via phone, Skype, or office; Additional times by appointment
Email: Stephen.theriault@gbcnv.edu for appointment
Skype: stephenjtheriault

Textbook: Entrepreneurship, 9th Edition  
Donald F. Kuratko (2014), Cengage Learning  
ISBN: 9781285051758

Catalog Description:
A comprehensive study of the process of judiciously combining the various factors of production in meeting the needs of consumers in creative and profitable ways. Topics include characteristics of successful managers, starting a new enterprise, forming an entrepreneurial team, venture capital sources, and formulation of a business plan.

Prerequisite:
Successful completion of MGT 310 with a passing grade. Student must have a strong working knowledge of Microsoft® Word software and APA formatting.

Course Purpose:
This course is designed to provide the basic skills and abilities needed to start a small business. Students will learn the basic principles of entrepreneurship and how to work as a part of an entrepreneurial team. Students will also learn how to identify business opportunities and evaluate them from the perspective of an entrepreneur. Finally the student will be taught the basics of crafting a business plan.

Course Objectives:
The general goals of this course are:

a. Identify the key components of entrepreneurship.
b. Understand the mind-set that distinguishes an entrepreneurial individual and organization from a small business manager.
c. Understanding of the ethical challenges faced by entrepreneurs.
d. How to research and develop an entrepreneurial venture.
e. Effective entrepreneurial strategy development.
f. How to assess an entrepreneurial opportunity and develop an effective business plan.
g. Understanding of the harvesting process (planning beyond the immediate success of the venture).

<table>
<thead>
<tr>
<th>Expected Learner Outcomes:</th>
<th>Learner Outcome Measurements:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Understand the basic principles of Entrepreneurship</td>
<td>Case Studies 1 and 2, Chapter 7 Case, Discussions 1, 2, and 3, and All Exams</td>
</tr>
<tr>
<td>• Demonstrate the ability to identify and evaluate entrepreneurial opportunities</td>
<td>Chapter 7 Case, Case Studies 1 and 2, Discussion 2, and Exam 2</td>
</tr>
<tr>
<td>• Formulate a business model and use it as a guide to craft a business plan</td>
<td>Business Plan, Discussions 2 and 3</td>
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Methodology:
This course is offered as an online class. In order for students to be successful, they should read the text, participate in the discussions, complete the Chapter exercises for their own benefit, and all course work as assigned. Inquiries to the instructor are most welcomed to aid in your overall understanding.

Course content and all learning activities are presented using behavioral, affective, and cognitive formats with the end result focused on the student’s ability to apply the theories and concepts. Practical scenarios will be presented to allow students to develop their own unique management skills while examining what other managers have done when faced with these same dilemmas. Posted on the course website will be an overview of the materials in each weekly module plus specific chapter PowerPoints®, for those who prefer a more visual medium of presentation. Progress through the weekly modules as arranged and do not skip around as you may miss important data. All written work is to be submitted as a Microsoft Word doc file for TurnitIn Plagiarism Detection submission.

Syllabus Quiz:
You must complete the Syllabus Quiz and earn a perfect score to have any other assignments, exams, and Discussion points allocated to you in the course. The Syllabus Quiz must be completed by January 25, 2015 at 11:59 PM, no exceptions! Failure to do so will result in a failing grade in the course.
Discussions:
Discussion topics will be posted for student’s consideration. Students must access and post high quality content on at least 3 of the seven days in the discussion week (the 3 days of posting are worth 10 points). The discussion week runs from Monday at 12:01 AM thru Sunday at 11:59 PM. Students can earn up to 20 points for an initial substantive posted response to the topic and, an additional 30 points during the discussion week with thoughtful and informative replies to their fellow students that enhance the discussion and concept development (minimum of three additional insightful and substantive posts required to be eligible for the full 30 points available).

The student must post their initial substantive discussion response no later than Tuesday at 11:59 PM in the discussion week to earn the full 20-point credit allowable for that portion of the deliverable. As a point of Clarification - a substantive initial response and student replies are approximately 100 to 150 words of quality insight each, from the week’s assigned materials and personal work experience that relates to the topic.

Initial response to the DQ and replies to fellow students made late in the week do not help us to build a strong discussion. Posts of “I agree” and others of similar limited depth and/or significance do not qualify for points. I assign significant point value to the DQ activities, as it is a critical component of your learning. Enhance our learning and engage each other in civil discourse. Please let me know if you have need of further clarification.

To recap:
- Initial Discussion response posted by Tuesday at 11:59 PM that is considered substantive by the instructor – 20 points
- Substantive engagement with at least three of your peers during the discussion week - 30 points
- Posting of a substantive nature in the discussion forum on at least three of the seven days in the discussion week – 10 points.

Exams:
Exams usually consist of a combination of True/False, Multiple Choice, and/or Essay Questions/Short Answer taken from your textbook. The Exams have up to 50 questions and a two hour time limit. The two hour time window starts when you log into the exam and ends exactly two hours later. You cannot pause the exam and return at a later time to complete it. You will be required to download the Respondis LockDown Browser software to take all exams. Specific instructions are contained in the Announcement section of the course. Note that the Respondis Lockdown Browser cannot be loaded onto smart phones or iPads.

Because it is important for students to use the terms and concepts of this course, all tests and written assignments will require the student to use the correct vocabulary and apply the theories given various scenarios and practical examples whenever possible. The primary goal of each examination and assignment is to allow the students an opportunity to demonstrate their knowledge of the course concepts, within the time constraints and
parameters available, and to apply these concepts even when given several competing alternatives. **Note: Exams are available to students from Monday at 12:01 AM through Wednesday at 11:59 PM.**

**Business Plan:**
See assignment description in the Announcements section and the course Module that describes the project more completely. Ask the instructor questions early so you get started on the right foot! This is a critical deliverable of the course and as such has the highest point allocation. Student must email their business idea to the instructor by the end of Week 2 in the course for approval. **Failure to submit a Business Plan in a timely manner will result in failure in the course.**

**Written Case Studies**
The student will write a thorough essay (750 to 1500 words excluding cover page, abstract, and references for Section Case Studies, 750+ words excluding cover page and references for Chapter 7 Case Study) that answer all questions that apply to the case and are provided by the author or instructor. **Do not submit as a numbered Q & A submission** or as a bulleted list of data submission but rather as a completed written paper. Students are responsible for their own time management and as such, should ensure they complete the papers earlier, rather than waiting until the night the assignment is due. Avoid the overwhelmed feeling a student can encounter when they wait until the last minute to start a written paper with significant point allocation.

The student should relate the papers to the chapter materials and issues. All students should do any Internet and/or library database research required prior to writing his or her response. Note that the instructor does not recognize Wikipedia as a suitable reference source due to the editable nature of the material found there that raises concerns about veracity and validity of content. **Do not cite Wikipedia or list in your references for any assignments.** Ensure that proper grammar, sentence structure, and material citations are included for maximum point consideration. Neglecting to cite other authors original material is plagiarism and will be graded accordingly (see the Academic Honesty section in the syllabus on page 9). **Your reference page for the Section Case Studies have to include at least two resources (for the Chapter Case one resource), in addition to your textbook.**

Submit as an attachment **in proper APA format as a Microsoft® Word document only with proper grammar, spelling, citations, cover and reference pages.** Access GBC’s Academic Success Center web page for resources to aid in proper formatting [http://www.gbcnv.edu/asc/](http://www.gbcnv.edu/asc/). Due to the high point allocation of these assignments, an exceptionally high quality submission is expected with depth, detail, and analysis for maximum point consideration. Anticipate approximately one week grading turnaround time.
Late Submission Policy:
See course Modules for specific due dates for Section Case Studies, Discussion Questions, Business Plan, and Exams.

Discussion Questions, Business Plan, Chapter 7 Case, Section Case Studies, and Exams must be complete and submitted within the time frames posted in the WebCampus module. Technical difficulties are not an acceptable excuse for a late posting (you know in advance about all course deliverables by reading the syllabus and looking through the course modules) and will not be considered for point allocation. Do note that slow upload times due to high volume on the servers (common occurrence on days when many courses have a deliverable due) is not an acceptable excuse for lack of submission. If you have unreliable internet connectivity, I recommend using the college computer resources available in Elko at the High Tech Center or the Library, and at all centers. Additional computer access is generally available at many public libraries. Failure to post on time will cause the student to forfeit the points for that particular item. Effective time management is your responsibility. The instructor does not offer “make up” work, late posting allowances, or extra credit opportunities.

Any student who posts all five of the exams and the three Cases by the original due dates; will receive a 30 point bonus at the conclusion of the semester as identified in the “Methods of Evaluation” below.

Method of Evaluation:
A standard grading scale will be used. The following items will be graded accordingly and with the following values on the overall course grade:

<table>
<thead>
<tr>
<th>Items</th>
<th>Max. Value Per Assessment</th>
<th>Total Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Business Plan</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Exams (5)</td>
<td>100</td>
<td>500</td>
</tr>
<tr>
<td>Section Case Study (2)</td>
<td>75</td>
<td>150</td>
</tr>
<tr>
<td>Discussion Questions (3)</td>
<td>60</td>
<td>180</td>
</tr>
<tr>
<td>Chapter Case (1)</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Syllabus Quiz (1)</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>*On-time Bonus</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>1030</strong></td>
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Cumulative Point Grading Scale:
Final grades for the semester where the instructor employs the plus (+) and minus (-) grading system will be based on the following scale of cumulative points.

940 to 1000 points = A  
900 to 939 points = A-  
870 to 899 points = B+  
830 to 869 points = B   
800 to 829 points = B-  
770 to 799 points = C+  
730 to 769 points = C   
700 to 729 points = C-  
670 to 699 points = D+  
630 to 669 points = D   
600 to 629 points = D-  
0 to 599 points = F
COURSE OUTLINE:
The following course outline sets forth the course work for the Spring 2015 Semester. The course outline and schedule is subject to change and amendment at the sole discretion of the instructor. Any and all amendments shall be announced in class.

WEEK 1  
Week of January 20 through January 25, 2015
Start of Spring 2015 Semester – Tuesday January 20, 2015
Topic – Introduction to Course Curriculum/Student review of deliverables
Post personal bio to discussion thread and respond to peers
Syllabus Quiz – Students must complete with a perfect score to submit additional graded items. Final deadline for submission is Sunday, January 25, 2015 by 11:59 PM. NO exceptions!
Read Chapter 1: Entrepreneurship: Evolutionary Development
– Revolutionary Impact
Reading Assignment to be completed before Week 2 – Ch 1

WEEK 2  
Week of January 26 through February 1, 2015
Topic – Entrepreneurship: Evolutionary Development
– Revolutionary Impact
Complete LockDown Browser Practice Quiz
Read Chapter 2: The Entrepreneurial Mind-Set in Individuals
Email a description of the Business you want to use for your Business Plan
Reading Assignment to be completed before Week 3 – Ch 2

WEEK 3  
Week of February 2 through February 8, 2015
Topic – The Entrepreneurial Mind-Set in Individuals
Read Chapter 3: The Entrepreneurial Mind-Set in Organizations
- Corporate Entrepreneurship
Corporate Entrepreneurship in Silicon Valley: The Case of Google, Inc.
Case Study, Part 3 (pages 128 - 148) – Due Week 6!
Reading Assignment to be completed before Week 4– Ch 3

WEEK 4  
Week of February 9 through February 15, 2015
Topic – The Entrepreneurial Mind-Set in Organizations
- Corporate Entrepreneurship
Read Chapter 4: Social Entrepreneurship and the Global Environment for Entrepreneurship
Reading Assignment to be completed before Week 5 – Ch 4
Exam 1: Chapters 1 – 3 (Available February 9 thru February 11 at 11:59 PM)

WEEK 5  
Week of February 16 through February 22, 2015
Topic – Social Entrepreneurship and the Global Environment for Entrepreneurship
Discussion 1: Post and respond to peers in a substantive manner
Read Chapter 12: Developing an Effective Business Plan
Business Plan Assignment – Due April 29, 2015 by 11:59 PM!!!
Reading Assignment to be completed before Week 6 – Ch 12

WEEK 6  Week of February 23 through March 1, 2015
Topic – Developing an Effective Business Plan
Read Chapter 5: Innovation: The Creative Pursuit of Ideas
Reading Assignment to be completed before Week 7 – Ch 5
Submit Google Inc. Case Study, Part 1 paper by Wednesday!!!

WEEK 7  Week of March 2 through March 8, 2015
Topic – Innovation: The Creative Pursuit of Ideas
Read Chapter 6: Assessment of Entrepreneurial Opportunities
Reading Assignment to be completed before Week 8 – CH 6
Exam 2: Chapters 4, 5, & 12 (Available March 2 thru 4 at 11:59 PM)

WEEK 8  Week of March 9 through March 15, 2015
Topic – Assessment of Entrepreneurial Opportunities
Discussion 2: Post and respond to peers in a substantive manner
Read Chapter 7: Pathways to Entrepreneurial Ventures
Reading Assignment to be completed before Week 9 – Ch 7

WEEK 9  Week of March 16 through March 22, 2015
Topic – Pathways to Entrepreneurial Ventures
Read Chapter 8: Sources of Capital for Entrepreneurs
Complete Chapter 7 Case 7.2 on page 228 – Due Week 11
Reading Assignment to be completed before Week 10 – Ch 8

SPRING BREAK  March 23 through March 29, 2015

WEEK 10  Week of March 30 through April 5, 2015
Topic – Sources of Capital for Entrepreneurs
Read Chapter 9: Legal Challenges for Entrepreneurial Ventures
Reading Assignment to be completed before Week 11 – Ch 9
Exam 3: Chapters 6 – 8 (Available March 31 thru April 2 at 11:59 PM)

WEEK 11  Week of April 6 through April 12, 2015
Topic – Legal Challenges for Entrepreneurial Ventures
Read Chapter 10: Marketing Challenges of Entrepreneurial Ventures
Reading Assignment to be completed before Week 12 – Ch 10
Submit Chapter 7 Case Assignment by Wednesday!!!
CommunitéeWeb.com Case Study, Part 3 (pages 448 - 468) – Due Week 15!

WEEK 12  Week of April 13 through April 19, 2015
Topic – Marketing Challenges of Entrepreneurial Ventures
Read Chapter 11: Financial Preparation for Entrepreneurial Ventures
Discussion 3: Post and respond to peers in a substantive manner
Reading Assignment to be completed before Week 13 – Ch 11

**WEEK 13**  Week of April 20 through April 26, 2015  
Topic – Financial Preparation for Entrepreneurial Ventures  
Read Chapter 13: Strategic Entrepreneurial Growth  
Reading Assignment to be completed before Week 14 – Ch 13  
Exam 4: Chapters 9 – 11 (Available April 20 thru April 22 at 11:59 PM)

**WEEK 14**  Week of April 27 through May 3, 2015  
Topic – Strategic Entrepreneurial Growth  
Read Chapter 14: Valuation of Entrepreneurial Ventures  
Reading Assignments to be completed before Week 15 – Ch 14  
Submit your completed Business Plan by April 29, 2015 at 11:59PM!!!  
No late submissions accepted for point consideration.

**WEEK 15**  Week of May 4 through May 10, 2015  
Topic – Valuation of Entrepreneurial Ventures  
Read Chapter 15: Harvesting the Entrepreneurial Venture  
Reading Assignments to be completed before Week 15 – Ch 15  
Submit CommuniqueWeb.com Case Study, Part 3 paper by Wednesday!!!

**WEEK 16**  Week of May 11 through May 13, 2015  
Exam 5 – Chapters 13 – 15 (Available May 11 thru 13 at 11:59 PM)

**STUDENT PREPARATION AND PARTICIPATION NOTES:**

**Student Preparation:**
In order for a student to achieve a level of performance in this course that shall be considered adequate work or better, the student should dedicate two (2) to three (3) hours of work for credit value (i.e. 3 credits approximate 9 – 10 hours of outside work). This is the expectation level established by the instructor in the construction of the curriculum for this course and constitutes a general rule of thumb. Some students may need to dedicate more hours in preparation. The following procedures should assist a student in preparing for class quizzes, exams, and discussion.

a. Read the assigned chapters and deliverables.  
b. Make appropriate notes to aid in material retention and understanding.  
c. Review your reading outline notes in preparation for the examinations.

**Note:** The course Modules will always reflect the current week and one additional week so you can work ahead on key assignments to maximize your time management skills.

Additionally, the instructor does not offer extra credit or make up assignments. It is the student’s responsibility to use effective time management techniques to complete their work and submit it in a timely manner.
**Student Participation:**

All students are encouraged to participate in class discussions and each student has the opportunity to earn valuable points by their participation. An often-overlooked aspect of class participation is thinking. Students shall be required to think critically. Your instructor adheres to the philosophy that there is no such thing as a “stupid question”. However, your instructor is not sympathetic when it comes to “ignorant questions and statements”; those voiced when it is obvious that the student has not completed the assigned readings in advance of a class session discussion. Prepare ahead – your peers or your instructor will call you on if you don’t!  

**STUDENT CONDUCT AND RESPONSIBILITY**

**Academic Integrity and Student Conduct:**

Student conduct shall conform to the standards of conduct as set forth in the Great Basin College 2014 – 2015 Catalog. Cheating in any form or manner could result in an automatic grade of “F” for this course for this semester. The instructor has a zero (0) tolerance policy on plagiarism and written submissions will be subject to plagiarism detection software.  

**Grade of Incomplete:**

The instructor shall not employ the use of, and shall not issue, the grade of “I”, a grade of incomplete, in this course.

**Student Drop Deadlines:**

For this particular course offering the drop date deadline to receive a “W” is March 23, 2015. If you do not complete the course with a passing grade, and do not formally withdraw by the drop deadline, your instructor will have no choice but to assign you a grade of "F".

**ADDITIONAL MATTERS AND CONCERNS**

**CAMPUS SECURITY:**

GBC is committed to the safety of our students and has a duty to promote awareness and prevention programs for violence on campus under the Jeanne Clery Act as well as the Campus SaVE (Sexual Violence Elimination Act) and VAWA (Violence Against Women Act), which are amendments to Clery. Acts of violence include, but are not limited to, sexual assault, domestic violence, dating violence, and stalking. Acts of violence can occur on the physical campus or centers of GBC in addition to field placement sites, clinical practice settings, and other places where college or class activities occur. As well, the online environment at GBC is considered a GBC site. If you experience any incidence where your safety has been threatened or violated, or if you feel threatened or harassed, immediately report this to me, any center director, faculty, or staff member, or directly to the Director of Environmental Health, Safety & Security (775.753.2115) or the Vice President for Student Services (775.753.2282).

**Disability Policy:**

In accordance with the provisions of the Americans with Disabilities Act (ADA) and other applicable statutory provisions, as a student with a disability you have the right to...
request needed accommodations. If you have a disability for which you will need to request accommodations, please contact the ADA Officer (Julie Brynes) in Elko at (775) 753-2271 at your earliest convenience to request timely and appropriate accommodations.

Email and Telephone Policy:
The instructor is available for contact via email and telephone. The instructor shall not address via email or telephone matters relating to grades, points or student confidential information. Assignments and Handouts shall not be sent to students by the instructor via email. Assignments shall not be sent to the instructor by students via email for point consideration although instructor feedback may be provided as a courtesy, time allowing.

Civility:
Civility is a requirement. Students are expected to assist in maintaining a course environment that is conducive to learning. This includes appropriate verbiage and tone in the discussion environment.