

HOWARD UNIVERSITY

School of Business

COURSE SYLLABUS

ENTREPRENEURSHIP (NON-MAJOR)

Faculty:	Dr. Micah Crump	Semester:	Fall 2009			
Department :	Management	CRN:	87409			
Office:	School of Business, Mgmt Dept, Room 561	Classes				
Contact Information:		Course # -Section #	Days	Hours	Room No.	
Phone:	202-806-1534 (office) 443-570-6946 (text)	352-01	Tue/Thu	12:40–2:00	567	
E-Mail:	mcrump@howard.edu					
Office Hours:	Tuesdays and Thursdays Wednesdays		10:30 –12:30 p.m. 11:00 a.m. – 1:00 p.m.			
Business Core Course		Departmental Core Course Required for all majors in		Prerequisites for this course Sophomore standing		

COURSE DESCRIPTION

This course provides a comprehensive overview of the Entrepreneurial Process. Strong emphasis is placed on distinguishing between the actions of successful, versus unsuccessful, venture exploitation. Students are provided with a practical guide to the process of successfully launching and growing an entrepreneurial venture.

CORE COMPETENCIES EMPHASIZED

- Demonstrate a clear understanding of effective business practices
- Demonstrate a clear understanding of effective entrepreneurship exploitation
- Demonstrate a clear understanding of how Global technologies can enhance entrepreneurship
- Demonstrate how to effectively employ financial and analytical processes to entrepreneurship
- Illustrate effective use of written and oral communications

- Illustrate understanding of the importance of business ethics in entrepreneurship

COURSE LEARNING GOALS

The primary learning goal is that students become keenly aware of the basic principles of successful entrepreneurship exploitation. The secondary goal is that students demonstrate in a classroom setting how to apply those principles in an entrepreneurial venture. The final goal is that students demonstrate satisfactory proficiency in transforming the above learning goals into a thorough and effective business plan.

COURSE LEARNING OBJECTIVES

After successful completion of the course, students should be able to:

1. Understand the broad range of settings, organizations and environments in which entrepreneurs operate.
2. Understand the unique challenges that entrepreneurs face.
3. Understand how entrepreneurs marshal financial, and other resources, to start and grow their businesses.
4. Understand how they might go about integrating effective entrepreneurship into their own careers.

COURSE MATERIALS

Required Readings Text:

Entrepreneurship: Successfully Launching New Ventures (3rd Edition)
ISBN 978-0-13-608353-5, Pearson Prentice Hall Authors: Bruce R. Barringer
 and R. Duane Ireland

Suggested Readings

Black Enterprise Magazine, and other Entrepreneurship Magazines.
The Seven Habits of Highly Successful People. Author: Steven R. Covey
Rich Dad, Poor Dad: What the Rich Teach Their Kids About Money--That the Poor and Middle Class Do Not! Author: Robert T. Kiyosaki
The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It. Author: Michael E. Gerber

TEACHING METHODOLOGY/INSTRUCTIONAL METHODS

This course will include lectures, class discussions, case studies, quizzes, exams, and creation of a Business plan.

COURSE REQUIREMENTS, RESPONSIBILITIES, AND GUIDELINES

Attendance, Tardiness, and Decorum: All students are expected to attend classes regularly and promptly. Absences and tardiness *will* detrimentally impact your

grade (View chart below to determine number of points deducted per lateness and absence). In the event that a student misses a class, it is that student's responsibility to find out from his/her classmates (and/or study buddies: See "Study Buddies" Below) what topics were discussed, what additional activities may have been assigned, and what materials may have been distributed during the missed class.

Students arriving late should not disturb others in class with statements such as, "What'd I miss?" "Did we take a quiz?" "Did he give an assignment?" etc. Such disruptions distract the current professor, and cause neighboring students to miss key information.

All electronic devices must be silenced during class. Students are required to act in a professional, respectable, and courteous fashion at all times in each and every interaction with other students and with members of the faculty. Unprofessional and disrespectful conduct includes, but is not limited to, text messaging or talking on cell phones, talking among and between students outside of the context of the classroom discussion, throwing pens, pencils, or any other items and the wearing of headgear by males or earphones by any student. After providing the student a written notice, the professor has the authority to deduct 20 points from a student's grade for continued unprofessional conduct or, in more extreme cases (as determined by the professor), to expel the student from the class. Students who use any form of mobile computers (e.g., netbooks, laptops, hand-helds, etc) during the class are expected to refrain from engaging in any other distracting activities during class time. Also, note that no food or drinks are permitted in the classroom.

Readings and Assignments: The bulk of the readings will be from the course text. Students may also use supplemental materials. Students are expected to have completed all class assignments, including, but not limited to, assigned readings and case analyses prior to each class. All assignments are due to the professor at the *beginning* of the scheduled class. Assignments turned in after this time will not be accepted. Students are responsible for all areas covered by the assigned reading, regardless of whether particular topics in the areas were actively addressed during class time. The final examination may draw upon any and all areas covered by the guest lecturers, in-class discussion, assigned readings, and supplemental materials.

ACADEMIC INTEGRITY

In every aspect of this course, students are required to maintain the standards of integrity set forth in the Howard University Academic Code of Student Conduct (see Howard University Student H-Book and Planner). Students accused of an infraction will respond to charges in a hearing before the appropriate School's

Judiciary Committee. The School of Business has a **zero-tolerance** policy on student academic misconduct. After review by the Judiciary Committee, students found guilty of academic misconduct will be suspended for a minimum of one semester.

LAST DAY TO WITHDRAW

The last day to withdraw from this class is Friday, November 4, 2009.

INCOMPLETE GRADES

Although each student has the sole responsibility for making a formal written request to the instructor for an incomplete grade, the decision to assign an incomplete grade rests solely with the instructor. As a general rule, incomplete grades will not be assigned except in unusual circumstances, and only to students who have attended and completed most of the course up to the last day to withdraw from classes but who, as a result of circumstances beyond their control (e.g., illness or family emergency), are unable to complete the remainder of the course. If a student fails to complete the major portion of the course by the drop date, he/she is advised to withdraw from the course. If the instructor agrees to comply with the student's request, he/she must establish specific "make-up" conditions which must be recorded on the Incomplete Grade Processing Form (IGPF). Any grade of "incomplete" must be completed by the following semester in accordance with University policy. Note that only the portion of the course that was missed by the student is eligible to be completed. That is, incomplete grades are not given in order for a student to retake or re-do portions of the course that had already been completed in order to improve his/her grade.

OFFICE HOURS

The instructor will be available during office hours to meet and discuss any academic issues that may arise regarding the subject matter of the course, or any other concerns that any student may have. Please note that office hours will not serve as an "alternative" class meeting. Furthermore, any discussions conducted outside of class will not count toward your grade.

THE GRIEVANCE PROCESS

Students should refer to the University's Policy on Student Academic Grievance Procedures for the informal and formal processes to be followed when a student wants to initiate a grievance against a faculty member.

STUDENTS WITH DISABILITIES

Howard University is committed to providing access and reasonable accommodations to persons with documented disabilities in accordance with the *Americans with Disabilities Act (ADA)* of 1990, Section 405 of the *Rehabilitation Act* of 1973, and in accordance with other pertinent federal, state, and local disability and anti-discrimination laws. *Students must self-identify in writing with the Office of the Dean of Special Student Services before any accommodations can be made.* The Office will then provide a document to the student regarding his/her disability status. The student, in turn, will present this document to the faculty member, who will provide those reasonable accommodations as deemed necessary by the Office of Special Student Services.

STUDENT EVALUATION/GRADING

Evaluation will be based entirely upon performance on tests, lecture discussions, assignments, and attendance. The tests will be based on the text, class lectures, and any handout materials.

EXAMINATION POLICIES AND PROCEDURES

Examination Procedures: Unless otherwise stated by the professor, all assessments of students, including, but not limited to, examinations, tests, quizzes, and all other in-class or take-home assignments are “closed book” and, therefore, to be taken without the aid of any other person or materials. Any and all types of material (clothing, newspaper/magazines, bags, wallets, etc.) must be stored in a place other than on top of one’s desk, or adjacent seating.

The handling of any electronic devices (or any other materials) is prohibited during examination times. Any student who uses the aforementioned for *any* reason will (1) not be allowed to continue the examination, (2) may not receive credit for any portion of the examination, and (3) will be subject to review by the appropriate School’s Judiciary Committee for academic misconduct.

Students are required to sit in every other seat whenever possible and are not permitted to share calculators or any other equipment, to wear headphones, or to take apart (disassemble) the examination. Once the examination has begun, any student who leaves the examination room for any reason will not be allowed to re-enter and continue the examination. Phone calculators are not permitted during exams.

Absences do not exclude responsibility for deadline submissions. Absences during examinations, quizzes, presentations, or any other assignments result in a grade of “zero” for that portion of the course. Furthermore, a student who is late for any examination, presentation, or quiz will not be provided additional time to complete the assignment.

No Make-up Test Policy: Tests must be taken at the assigned time. No make-ups will be given. However, only the highest three of the four examination grades (not counting the 5th Department-wide examination) will be factored into each students’ semester examination assessment. Students who take all four exams may be granted an opportunity to use the extra maximum of 50 points (5 percentage points) towards any missed quiz or home assignment points, as per the instructors discretion (mainly based on attendance). Such extra points may not be added to the remaining areas of student assessment, such as examination average, business plans, attendance, and so forth.

Research Paper Requirements: Business plans, and any other work submitted by each student (including but not limited to submitted business plans, case studies, research papers, and writing assignments) must be the original and sole creation of the student, including footnotes, endnotes, and reference lists. Please review the definition of plagiarism contained in the *Academic Code of Student Conduct*.

All written assignments will be graded on content, organization, grammar and presentation.

EXAMINATION FORMAT

EXAMS WILL CONSIST OF A VARIETY OF TESTING METHODS. THESE METHODS INCLUDE MULTIPLE-CHOICE, MATCHING, SHORT-ANSWER ESSAY, AND EXTENSIVE ESSAY. THE FINAL EXAM WILL BE A MULTIPLE-CHOICE FORMAT.

ASSESSMENT OF FINAL SEMESTER GRADE

The numerical percentage result obtained will be converted to an equivalent final letter grade for the course in accordance with the following scale:

Earned Points	Numerical Percentage	Grade
950 ≤	90 – 100	A
800 – 899	80 – 89.9	B
700 – 799	70 – 79.9	C
600 – 699	60 – 69.9	D
≤ 599	0 – 59.9	F

Assessment Areas

	<u>Assessment Area</u>	<u>Points</u>	<u>Percent of Grade</u>
1	Final Departmental-Wide Comprehensive Examination	200	20
2	Attendance (On-Time and Present) <ul style="list-style-type: none"> • 30 sessions (5 points each) • 10-20 minutes ≤ equals absence for habitual abusers • Each absence = 30 point deduction • Each lateness = 10 point deduction 	150	15

3	4 Examinations (No Makeups) <ul style="list-style-type: none"> • 50 points each • Lowest score discarded (Possibly substituted for quiz grade). 	150	15
4	Lecture Participation (from chapter readings) <ul style="list-style-type: none"> • Subjectively assigned: 30 sessions: 5 points each. 	150	15
5	3 Preliminary Business Plan Presentations	100	10
6	Quizzes and Assignments <ul style="list-style-type: none"> • Random/Unannounced • Administered during the beginning of classes 	100	10
7	Final Business Plan <i>Hard Copy</i>	100	10
8	Final Business Plan <i>Presentation</i>	50	5
	Total	1000	100

AMENDMENTS TO THIS AGREEMENT

The professor retains the right to amend this agreement as necessary, so long as the instructor provides students with written notice of the changes during the next scheduled class session.

CLASS SCHEDULE – Fall, 2009

Week #	Date	Topic	Assigned Readings	Notes
1	Aug 25 Aug 27	Introduction	Ch 1	
2	Sep 1 Sep 3		Ch 2 Ch 3	
3	Sep 8 Sep 10	Present Business Plan.1	Ch 4	Writing a Business Plan
4	Sep 15 Sep 17	Exam 1	Ch 5	
5	Sep 22 Sep 24		Ch 6 Ch 11	
6	Sep 29 Oct 1	Present Business Plan.2	Ch 7	
7	Oct 6 Oct 8	Exam 2	Ch 8	Financial Statements
8	Oct 13 Oct 15		Ch 8 Ch 9	Financial Statements
9	Oct 20 Oct 22		Ch 10 Ch 12	Mid-Term Grades Submitted: October 21
10	Oct 27 Oct 29	Exam 3 Present Business Plan.3		
11	Nov 3 Nov 5		Ch 13 Ch 14	
12	Nov 10 Nov 12		Ch 15	
13	Nov 17 Nov 19	Exam 4	Final Presentation/Exam Review	Last Day to Withdraw: Nov 20
14	Nov 24 Nov 26	Thanksgiving Recess		
15	Dec 1 Dec 3	Final Bus. Plan Presentations Final Bus. Plan Presentations	Submit Bus. Plans (Hard Copy)	Graduates' Finals: Dec 1 Submit Graduates' Grades: Dec 3
16	Dec 8	Departmental Final Exam 4:00-6:00 pm (Room: TBA)		Submit Grades: Dec 13

Student Acknowledgement:

I acknowledge and accept all rules, procedures and instructions within this syllabus for Entrepreneurship 352.

Student Name: (Print)

Signature

Date