



Oregon State University

Ecampus

Course Name: Introduction to Entrepreneurship

Course Number: BA 260

Credits: 4 Credits

Course Description

Topics include evaluating entrepreneurial capabilities, creativity, business plan creation, opportunity assessment and feasibility analysis, business implementation, new product introduction, and seeking funds. PREREQS: Sophomore standing.

This online 260 course is fairly rigorous and requires continuous participation each week. There are 2 lessons a week to review, a class discussion board post and team discussion post expected for each lesson. There is usually a quiz each week as well. There is a midterm, final, and a group project (there are teams) with 2 parts. Keep in mind that you would be on a team that expects continual interaction for the group projects. The group project is a significant portion of your grade (40%). If you are not committed to working in teams, this course is likely not a good match for you

Communication

Please post all course-related questions in the General Discussion Forum so that the whole class may benefit from our conversation. Please email your instructor for matters of a personal nature.

Course Credits

This course combines approximate 120 hours of instruction, online activities, and assignments for 4 credits.

Technical Assistance

If you experience computer difficulties, need help downloading a browser or plug-in, assistance logging into the course, or if you experience any errors or problems while in your online course, contact the OSU Help Desk for assistance. You can call (541) 737-3474, email osuhelpdesk@oregonstate.edu or visit the [OSU Computer Helpdesk](#) online.

Learning Resources

Course Texts – Required

1. Transformation Innovation Edition 2 by Jon B. Broome, 2014 Unity press. This electronic text contains the exercises and text required to complete the term project. It is available for \$23.95: <https://jon-broome-m35f.squarespace.com> (once you add item to cart, click on cart icon in upper right to proceed)
2. Entrepreneurship 9 th edition by Hisrich, Peters and Shepherd, McGraw-Hill 2013 ISBN 978-0-07-802919-6 (OSU Bookstore and Amazon).

Note to prospective students: Please check with the OSU Bookstore for up-to-date information for the term you enroll ([OSU Bookstore Website](#) or 800-595-0357). If you purchase course materials from other sources, be very careful to obtain the correct ISBN.

Canvas

This course will be delivered via Canvas where you will interact with your classmates and with your instructor. Within the course Canvas site you will access the learning materials, such as the syllabus, class discussions, assignments, projects, and quizzes. To preview how an online course works, visit the [Ecampus Course Demo](#). For technical assistance, please visit [Ecampus Technical Help](#).

Measurable Student Learning Outcomes

This course is designed to expose you to the basic concepts and language of contemporary entrepreneurship. A primary objective of this course is to encourage entrepreneurial thinking and enable you to evaluate your personal prospects for entrepreneurship. Whether simply desiring to learn more about entrepreneurship or desiring to launch a venture, this course will expose you to the tools you will need to be more effective in the entrepreneurial process. While the majority of your grade will be based on individual assignments, a significant portion of the course is team-based, where you will jointly propose and investigate starting a new business venture. Through the lectures, required text, and illustrative cases, you will be exposed to the theories, concepts, and techniques of entrepreneurship. Specifically, we will cover:

- The mind set and characteristics of an entrepreneur.
- The process of identifying new opportunities.
- Creating and forming a new business venture.
- Acquiring the resources and financing necessary to start an entrepreneurial venture.

At the end of this course, you will be able to:

- Demonstrate that you know what it takes to be a successful entrepreneur.
- Analyze new business opportunities that exist in the marketplace.
- Evaluate the feasibility of pursuing an opportunity that you've recognized.
- Put together a successful new venture.

With these tools, you should be better prepared for the subsequent courses in the entrepreneurship program, and you should also be better equipped to identify entrepreneurial opportunities in your career.

Evaluation of Student Performance

Your individual performance is based on instructor assessment. Your group performance is based on instructor and team member assessments. The table below shows the points available from the various assignments. Your final letter grade is based on total points at the end of the quarter.

Graded Assignments	<i>Possible Points</i>	
Team Project (total worth 450 points)*		
Team member evaluation (by team members) 2 times @ 25 points each	50	
Team Paper 1: New Venture Screen	100	
Final Team Project	300	
Quizzes (6 @ 20 Points each)	120	
Midterm Exam	200	
Final Exam	250	
Participation on Canvas in Class discussion board 18 lessons @5 points each	90	
Total	1110	

***IMPORTANT NOTE: At the end of Team Paper 1, any team member who has earned less than an average of 15 points for the peer evaluation will receive two letter grades lower than the team receives. For severe team participation issues, a member may be removed from the team. Should that happen, that person will be expected to complete his or her own project alone. At the end of the final team project, any team member who has earned less than an average of 15 points for the peer evaluation will receive two letter grades lower than the team receives.**

Course Content

Week	Topic	Reading Assignment	Graded work
1	Introduction to the course Team: Self introductions	Syllabus	Team online discussion board All class discussion board
	Entrepreneurship and the Entrepreneurial Mind Set Team brainstorms ideas for final project	EntChapter 1 TI Beginning to page 11 TI 18 - 19 TI 93 - 96	Team online discussion board All class discussion board
2	Corporate Entrepreneurship Via Creativa The Improvement Cycle (PDCA) Team conducts competition analysis on brainstorm ideas Entrepreneurial Strategy Team vision, communication, core values Team decides on team project	EntChapter 2 TI 12-17 TI 36-38 EntChapter 3 TI 20-31	Team online discussion board All class discussion board Quiz 1 Team online discussion board All class discussion board
3	Creativity and the Business Idea Team works on New Venture Screen Paper	EntChapter 4	Team online discussion board All class discussion board

	Identifying Opportunities Team identifies leaps of faith Team works on New Venture Screen Paper	EntChapter5 TI 32-34	Quiz2 Team online discussion board All class discussion board Team paper 1: New Venture Screen due
4	Protecting the Idea Team begins to create final project. Team finalizes goals and map. Team conducts PDCA on its processes to make improvements.	EntChapter6 TI 39-46	Team Member Evaluation #1 Due Team online discussion board All class discussion board
	The Business Plan	EntChapter7	Quiz3 Team online discussion board All class discussion board
5	Mid Term Review	Review your notes and PowerPoint slides	Team online discussion board All class discussion board
	Mid Term Exam (Proctored)	None	Team online discussion board NO class discussion board due
6	The Marketing Plan Team makes progress on final project. Team creates phases, timeline, accountability and commitment recorder.	EntChapter8 TI 46-54	Team online discussion board All class discussion board
	The Organizational Plan Team makes progress on final project	EntChapter9	Quiz4 Team online discussion board All class discussion board
7	The Financial Plan Team conducts viability testing. Team conducts cash flow estimating. Team makes progress on final project.	EntChapter10 TI 19 TI 59-75	Team online discussion board All class discussion board
	Sources of Capital Team makes progress on final project. Team plans finances. Team creates Executive Summary	EntChapter11 TI 55-59	Quiz5 Team online discussion board All class discussion board
8	Informal Risk Capital Team plans finances, cash flow estimating Team makes progress on final project	EntChapter12 TI 59-75	Team online discussion board All class discussion board
	Strategies for Growth Team makes progress on final project	EntChapter13 TI 76-86	Quiz6 Team online discussion board All class discussion board

9	Accessing Resources for Growth Team makes progress on final project Team creates Executive Summary	EntChapter 14 TI 87-92	Team online discussion board All class discussion board
	Mini-Case Review		Team online discussion board All class discussion board
10	Course review and wrap up Team completes final project	Review your notes and PowerPoint slides	Final Team Project Due Team Member Evaluation #2 Due Team online discussion board All class discussion board
	Final Exam prep time	Review your notes and PowerPoint slides	No discussion board entries required.
11	Final Exam (Proctored)	Location: In Canvas This is a cumulative exam	

Course Policies

Active Participation

This is an active, experiential class. You must participate in every online session during the time it is open in order to receive credit. If you have schedule conflicts that would keep you from participating in every class session, please consider taking this class during another term. Your online participation in the electronic forums will count as attendance.

Midterm and Final Exams are Proctored

The midterm and final exams are proctored. You are required to obtain a proctor for each of these tests. Additional expense is typically involved. See "Start Here" module of Canvas for more information.

Late Assignments. In the interest of **fairness** to all students, grades on late work will be reduced by one letter grade for every 24 hours late. Assignments are due as stated in the "Course Schedule."

Makeup Exams

Makeup exams will be given only for missed exams excused in advance by the instructor, except under very unusual circumstances.

Incompletes

Incomplete (I) grades will be granted only in emergency cases (usually only for a death in the family, major illness or injury, or birth of your child), and if the student has turned in 80% of the points possible (in other words, usually everything but the final paper). If you are having any difficulty that might prevent you completing the coursework, please don't wait until the end of the term; let me know right away.

Statement Regarding Students with Disabilities

Accommodations for students with disabilities are determined and approved by Disability Access Services (DAS). If you, as a student, believe you are eligible for accommodations but have not obtained approval please contact DAS immediately at 541-737-4098 or at <http://ds.oregonstate.edu>. DAS notifies students and faculty members of approved academic accommodations and coordinates implementation of those accommodations. While not required, students and faculty members are encouraged to discuss details of the implementation of individual accommodations.

Religious accommodation

Any student having particular needs related to religious observances is requested to speak with me during the first week of the term.

Email/Canvas communication

I will communicate with you using the email address listed for you as well as through announcements posted in Canvas. I expect your email and Canvas to be checked **daily**.

Syllabus and Schedule changes

The syllabus and schedule are guides, not a contract, and therefore may be changed as necessary. If changes are made, I will announce the changes by posting an announcement in Canvas generally at least one class in advance of any changes (e.g., change of due date, change of material being covered).

Class participation-Lecture-Class discussion board

Each student is expected to participate in every class session by watching the online class lectures and engaging in the **“CLASS Discussion Board” in Canvas**. These sessions are open and available for a limited time only. You must participate during this time to receive credit. See course schedule for details about when classes are open for your participation.

Class participation-Team

Each student is expected to participate in every team session by engaging in their **“TEAM Discussion Board” in Canvas**.

Accessibility of Course Materials

All materials used in this course are accessible. If you require accommodations please contact [Disability Access Services \(DAS\)](#).

Additionally, Canvas, the learning management system through which this course is offered, provides a [vendor statement](#) certifying how the platform is accessible to students with disabilities.

Expectations for Student Conduct

Student conduct is governed by the university's policies, as explained in the [Student Conduct Code](#).

Academic Integrity

Students are expected to comply with all regulations pertaining to academic honesty. For further information, visit [Student Conduct and Community Standards](#), or contact the office of Student Conduct and Mediation at 541-737-3656.

OAR 576-015-0020 (2) Academic or Scholarly Dishonesty:

- a) Academic or Scholarly Dishonesty is defined as an act of deception in which a Student seeks to claim credit for the work or effort of another person, or uses unauthorized materials or fabricated information in any academic work or research, either through the Student's own efforts or the efforts of another.
- b) It includes:

- i) CHEATING - use or attempted use of unauthorized materials, information or study aids, or an act of deceit by which a Student attempts to misrepresent mastery of academic effort or information. This includes but is not limited to unauthorized copying or collaboration on a test or assignment, using prohibited materials and texts, any misuse of an electronic device, or using any deceptive means to gain academic credit.
 - ii) FABRICATION - falsification or invention of any information including but not limited to falsifying research, inventing or exaggerating data, or listing incorrect or fictitious references.
 - iii) ASSISTING - helping another commit an act of academic dishonesty. This includes but is not limited to paying or bribing someone to acquire a test or assignment, changing someone's grades or academic records, taking a test/doing an assignment for someone else by any means, including misuse of an electronic device. It is a violation of Oregon state law to create and offer to sell part or all of an educational assignment to another person (ORS 165.114).
 - iv) TAMPERING - altering or interfering with evaluation instruments or documents.
 - v) PLAGIARISM - representing the words or ideas of another person or presenting someone else's words, ideas, artistry or data as one's own, or using one's own previously submitted work. Plagiarism includes but is not limited to copying another person's work (including unpublished material) without appropriate referencing, presenting someone else's opinions and theories as one's own, or working jointly on a project and then submitting it as one's own.
- c) Academic Dishonesty cases are handled initially by the academic units, following the process outlined in the University's Academic Dishonesty Report Form, and will also be referred to SCCS for action under these rules.

Conduct in this Online Classroom

Students are expected to conduct themselves in the course (e.g., on discussion boards, email postings) in compliance with the [university's regulations regarding civility](#).

Tutoring

[NetTutor](#) is a leading provider of online tutoring and learner support services fully staffed by experienced, trained and monitored tutors. Students connect to live tutors from any computer that has Internet access. NetTutor provides a virtual whiteboard that allows tutors and students to work on problems in a real time environment. They also have an online writing lab where tutors critique and return essays within 24 to 48 hours. Access NetTutor from within your Canvas class by clicking on the Tools button in your course menu.

OSU Student Evaluation of Teaching

The online Student Evaluation of Teaching form will be available toward the end of each term, and you will be sent instructions via ONID by the Office of Academic Programs, Assessment, and Accreditation. You will log in to "Student Online Services" to respond to the online questionnaire. The results on the form are anonymous and are not tabulated until after grades are posted.