Experiences in Entrepreneurship I  
ENT 3001 (First Semester of a two semester class)  
Section 0001  
***** SEMESTER 2018  
RBB ****  
WEDNESDAY – 9:30 AM to 12:00 PM

Professors:  James E. Dever  John Breed  
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Office hours: By Appointment  
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Course Description:  
Students focus on the most current thought, ideas, and industry practices relevant to entrepreneurship. The course addresses a variety of topics including understanding entrepreneurship, how to prepare for a future as an entrepreneur, how to recognize opportunity and develop a viable firm. It will include financial valuation; various sources of funds, structures, and legal issues in arranging financing; the private and public venture capital markets; and preparation for, and execution of the creation and operation of an actual business. This course provides an understanding of start-ups and how to grow one’s firm as well as providing a hands on experience for a variety of topics all which are relevant to the student’s success as an entrepreneur. This course will also fulfill the Computer Competency Requirement as required in the undergraduate bulletin/graduation requirements.

Student Learning Objectives:

The objective of this course is to introduce future entrepreneurs to the concept of entrepreneurship by utilizing tools and techniques which have been adapted for use in the realm of entrepreneurship. Upon completion of this course, students will be able to:

1. Analyze the complexities of taking an idea and developing it into a workable and feasible business.
2. Describe all of the areas of successful entrepreneurial development.
3. Cultivate a successful and profitable company.
4. Evaluate the various characteristics of successful firm creation.
5. Appraise and assess features, attributes, and discrepancies a business person may encounter in regard to, financials of a firm.
6. Describe the management, marketing, and planning functions that firms need to consider.
7. Utilize product and service development as a critical part of the evaluation process required to calculate potential product or service creation and development.
8. Describe in detail the various techniques of starting a new enterprise.
9. Explain the methodologies employed in taking a firm from an idea stage to a finished business.
10. Students will apply their entrepreneurial knowledge and skills acquired in their entrepreneurship course to a specific problem or issue.
11. Illustrate how new ideas, issues, organizations, and individuals are relevant to one’s personal and academic experience.
12. To encourage students to think critically and creatively about academic, professional, or social issues and to further develop their analytical and ethical leadership skills necessary to address and help solve these issues.
13. Students will refine their research skills and demonstrate their proficiency in written and/or oral communication skills.
14. To have students demonstrate their achievement of computer competency
15. Students will demonstrate their ability to utilize their computer competencies, knowledge, and skills in the realization of their personal and professional goals

**Required Materials:**
Access to Canvas
FSU e-mail account
Laptop computer and Internet access

**Recommended Materials:**
(Textbook is not required)

**Attendance Policy**
This class will have mandatory attendance. Roll will be called at the beginning of each class. Students are expected to attend all classes. Students not attending the first day will be dropped. No incompletes will be given in this class.
The following policies will be strictly enforced:

A. Students are allowed two unexcused absences without penalty.

B. Each additional unexcused absence will deduct 2% from the overall grade for the semester - e.g., after four unexcused absences, 90% (A-) becomes 86% (B).

C. Students arriving more than five minutes after class has begun will be considered late. Three late arrivals count as one absence.

D. Students with more than six unexcused absences or more than eight total absences will be given an F for the semester (or a WD if they choose to drop the class).

Excused absences include documented illness, deaths in the family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.
If you miss a class (even if the absence is excused), you are still responsible for completing any assigned homework.
Please consult with Dr. James Dever, or Mr. John Breed, your instructors, if you have any questions or need clarification.

**Student Obligations in this Class:**
You are expected to have read any assignments given prior to coming to class so as to contribute to class discussions on a regular basis. We will have an interactive discussion of each subject that we will cover and your intelligent input is important. In addition, during these discussions, students will respect others’ opinions, especially when those opinions vary from their own. If you need additional help understanding a particular topic or completing an assignment, do not hesitate to contact Dr. Dever or Mr. Breed for assistance either in
person, by telephone or by email. Not understanding a topic will not be accepted as an excuse for poor performance. Competency with a spreadsheet program is helpful.

**Course Processes and Assignments:**
This class will be a “guided discussion” in which input from everyone is necessary. As we share knowledge with each other, our ability to succeed will increase. There will possibly be a single midterm exam as well as a final chapter test and a final exam, if needed. No late homework papers will be accepted for any reason. There is no extra credit offered in this class.

**Computer Competency Requirement:**
As this class has been designated as a computer competency requirement class it is required that all students meet or exceed following requirement as dictated by Florida State University:

*In order to fulfill FSU’s Computer Competency Requirement, the student must earn a “C-” or better in the course.*

**Computer Competency Capstone Activity**
Entrepreneurship students who earn a degree from the Jim Moran School of Entrepreneurship will be provided with the opportunity to explore an issue of particular personal or professional interest and to address that problem or issue through focused study and applied research under the direction of a faculty member.

The capstone project will consist of an Excel spreadsheet, a PowerPoint presentation, an intensive Word document and a demonstration of the student’s ability to utilize Google Apps.

This capstone project will be required to demonstrate the student’s ability to combine and apply the knowledge and skills acquired in his/her academic program to real-world issues and problems. This final capstone activity will affirm the students' ability to think critically and creatively, to solve practical problems, to make reasoned and ethical decisions, and to communicate effectively. The capstone activity is the closing academic endeavor of the ENT3001 class.

**Capstone Activity Rubric**
**Evaluation Criteria and Schedule of Deliverables**

<table>
<thead>
<tr>
<th>Criteria for Evaluation of Capstone Projects</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capstone Proposal</td>
<td>10%</td>
</tr>
<tr>
<td>Perceived Difficulty of Project</td>
<td>20%</td>
</tr>
<tr>
<td>Originality of Solution</td>
<td>10%</td>
</tr>
<tr>
<td>Thoroughness of Project</td>
<td>10%</td>
</tr>
<tr>
<td>Clarity of Presentation</td>
<td>10%</td>
</tr>
<tr>
<td>Adherence to Proposed Deliverables</td>
<td>10%</td>
</tr>
<tr>
<td>Adherence to Project Schedule</td>
<td>10%</td>
</tr>
<tr>
<td>Overall Quality of Project</td>
<td>20%</td>
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</tbody>
</table>

**Student Evaluations:**
**Quizzes:** You may occasionally be given a short answer or multiple choice quiz. Each quiz will be worth points toward your final grade. Quizzes may be based on the events from the
previous class meeting or from events that the professor deems important to your continued education. Each quiz will be graded on a percentage of correct answers with a cumulative score being calculated at the end of the semester. There are no makeup quizzes. If you arrive late and a quiz is in progress, please wait in the hall until the quiz is over. Students arriving after the quiz has started will not be allowed to take the quiz!

**Homework Assignments:** Homework will be taken up at irregular intervals and graded. No homework will be accepted later than during the class meeting scheduled time. NO LATE TURN-IN ACCEPTED.

**Tests:** There will be two exams in this class; dates are shown on the class schedule. Each test will be multiple choice, true/false and possibly short answer questions. Both of the tests will count toward your final grade.

**Final grades:** Will be based on a combination of class participation, group participation, homework assignments, quizzes and test scores. Class participation, homework and quizzes will count 10% of the final grade with tests counting 30% each, and the capstone activity counting 30%, for a total of 100%.

“In order to receive a C- or higher in the course, the student must earn at least a C- on the computer competency component of the course. If the student does not earn a C- or higher on the computer competency component of the course, the student will not earn an overall grade of C- or higher in the course no matter how well the student performs in the remaining portion of the course. That is, students in this course must receive a C- or higher on the capstone assignment.”

**Grading Scale (grading is based on percentage of points possible):**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
<th>Percentage</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>93-100%</td>
<td>A</td>
<td>73-76.99%</td>
<td>C</td>
</tr>
<tr>
<td>90-92.99%</td>
<td>A-</td>
<td>70-72.99%</td>
<td>C-</td>
</tr>
<tr>
<td>87-89.99%</td>
<td>B+</td>
<td>67-69.99%</td>
<td>D+</td>
</tr>
<tr>
<td>83-86.99%</td>
<td>B</td>
<td>63-66.99%</td>
<td>D</td>
</tr>
<tr>
<td>80-82.99%</td>
<td>B-</td>
<td>60-62.99%</td>
<td>D-</td>
</tr>
<tr>
<td>77-79.99%</td>
<td>C+</td>
<td>Below 60%</td>
<td>F</td>
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</tbody>
</table>

Grades will not be “rounded up” or “negotiated” at the end of the semester.

**Extra Credit:**
There will be no extra credit or make-up assignments. There will be no exceptions to this policy.

**Canvas Policy:**
Students are responsible for accessing information on the Canvas site. The student is also responsible for running off any items on that site and for checking this site and FSU e-mail often. The instructor will not provide copies of materials located on Canvas.

**Checking E-mail:**
The student should check e-mail frequently, at least three times a week. It is suggested students check e-mail before coming to class to see if any changes to the day’s schedule have been made. If a student misses something that was e-mailed to all students in the class, there
is nothing that the professor can do to help. It is your responsibility. If a student is having problems accessing e-mail, Canvas, etc., it is your own responsibility to seek help.

**Academic Misconduct and academic honor policy:**
The Florida State University Academic Honor Policy outlines the University’s expectations for the integrity of students’ academic work, the procedures for resolving alleged violations of those expectations, and the rights and responsibilities of students and faculty members throughout the process. Students are responsible for reading the Academic Honor Policy and for living up to their pledge to “. . . be honest and truthful and . . . [to] strive for personal and institutional integrity at Florida State University.” (Florida State University Academic Honor Policy, found at [http://fda.fsu.edu/Academics/Academic-Honor-Policy](http://fda.fsu.edu/Academics/Academic-Honor-Policy).)

For this class, any student cheating on any quiz or test, either by providing information during the test or quiz, or by accepting information, will result in a zero on that quiz or test. In addition, this information will be turned over to the University for further handling. If any part of a paper is plagiarized, the paper will receive a zero. Remember, having a family member or a friend do your assignments is considered cheating. All infractions will be reported to all deans associated with FSU. If a student cheats twice, the student will receive an F in the class and formal disciplinary actions, as outlined in the Student Handbook, will be undertaken. Information contained in the syllabus constitutes the “rules” for this class.

**Students with Disabilities/Special Needs:**
Students with disabilities needing academic accommodation should: (1) register with and provide documentation to the Student Disability Resource Center; and (2) bring a letter to the instructor indicating the need for accommodation and what type. This should be done during the first week of class. Please note that instructors are not allowed to provide classroom accommodation to a student until appropriate verification from the Student Disability Resource Center has been provided. This syllabus and other class materials are available in alternative format upon request. For more information about services available to FSU students with disabilities, contact the: Student Disability Resource Center 874 Traditions Way 108 Student Services Building Florida State University Tallahassee, FL 32306-4167 (850) 644-9566 (voice) (850) 644-8504 (TDD) sdrc@admin.fsu.edu [http://www.disabilitycenter.fsu.edu](http://www.disabilitycenter.fsu.edu)

**Privacy of Grades:**
Grades will not be given to anyone other than the student. In addition, grades will not be discussed in class, over the telephone, via e-mail, at the mall, on the beach, or anywhere except in person in an office of the instructor’s choosing.

**If you miss class…**
If you must miss class, make sure to arrange with a classmate to obtain notes and/or handouts. If handouts are given in class that are not available on Canvas (and many will not be available there), it is the student’s responsibility to get those from another student enrolled in the course. The instructor will not keep left-over copies of handouts.

In addition, if you are absent on the first day of class for any reason, you will be dropped from the class. This is a campus-wide policy.
Classroom Dress Code:
Out of respect for others, caps and hats should not be worn in the classroom.

Policy on Electronic Devices:
You are not permitted to use personal electronic devices in class unless approved on an individual basis by your instructor. If you ever appear to be using any banned electronic equipment in the class or as some call it “backgrounding”, you will receive an absence for the day and may be asked to leave the room. If you are asked to leave, you will not be permitted to make up any work missed in class that day.
Examples of “backgrounding” the class include:
1. Answering or making a call
2. Texting or IMing
3. Checking or writing email
4. Surfing the web
5. Wearing headphones
6. Visiting or logging in to MySpace, Facebook, Twitter, or other social networking sites
7. Reading any printed material not related to class content (magazine, book, eBook)
8. Playing electronic games
In general, all electronic devices must be put away at the start of class. This includes cell phones, smart phones, PDAs, iPods, MP3 players, handheld games, etc. Make sure that all devices are either turned off or on silent mode. If you expect to receive an important phone call, please feel free to exit the class to answer the phone. I reserve the right to allow electronic devices (including laptops) if I feel they are necessary, but when they become distracting to anyone in the class or impede proper work and study you will be asked to discontinue use. Anyone using any electronic device during an exam will automatically receive a zero for that exam.

Recorders can be used only if accompanied with a request from the Student Affairs Office (school policy).

Food/Drink/Tobacco products:
College policy prohibits all food and drink (even water) in the classroom. Gum is okay, but no tobacco products.

Changes to Syllabus and Schedule:
The instructor reserves the right to make changes or additions to this syllabus at any time during the semester. Such modifications will be announced in class and perhaps posted on Canvas.

"Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advance notice."
<table>
<thead>
<tr>
<th>Date</th>
<th>In Class Discussion</th>
<th>Homework (This is to be completed prior to the next class)</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 30</td>
<td>First day of class (Mandatory attendance) discuss computer competency requirements</td>
<td></td>
</tr>
<tr>
<td>September 6</td>
<td>Discuss Understanding Entrepreneurship</td>
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</tr>
<tr>
<td>September 13</td>
<td>Class discussion and ideation Microsoft Office Applications and comparable Google Apps for Work</td>
<td>Complete a two-page narrative on the benefits of leading Office applications</td>
</tr>
<tr>
<td>September 20</td>
<td>Discuss Ideation and continue discussion on Office applications and Collaborative Communication Platforms</td>
<td>Group selection</td>
</tr>
<tr>
<td>September 27</td>
<td>Discuss how to shape an opportunity and create groups. Funding workshop discuss Technology Security Strategy</td>
<td>Meet with your group and begin discussing how to create your business</td>
</tr>
<tr>
<td>October 4</td>
<td>In-class discussion on company’s startup and work on establishing the company continue discussing Technology Security and E-commerce Platforms</td>
<td>Create a one-page narrative describing your company and product or service</td>
</tr>
<tr>
<td>October 11</td>
<td>Lab Finalize your product and prepare for the Fall Entrepreneurial Expo</td>
<td>Meet outside of class to firm up your groups idea. Begin studying for Midterm Exam</td>
</tr>
<tr>
<td>October 18</td>
<td>Finalize your business model for presentation to the class Midterm Exam</td>
<td>Meet outside of class to firm up your groups idea.</td>
</tr>
<tr>
<td>October 25</td>
<td>Final preparations for the fall Expo Finalize discussion on Microsoft Office Suite 2013</td>
<td>Create a two-page narrative describing what you believe would be necessary in your company’s webpage</td>
</tr>
<tr>
<td>November 1</td>
<td>Fall Expo</td>
<td></td>
</tr>
<tr>
<td>November 8</td>
<td>Begin discussions on webpage design and creation Begin work on capstone activity for computer competency credit</td>
<td>Work on your capstone activity</td>
</tr>
<tr>
<td>November 15</td>
<td>Submit capstone activity in class</td>
<td>Work on your capstone activity</td>
</tr>
<tr>
<td>November 22</td>
<td>Thanksgiving holiday</td>
<td>Submit capstone activity</td>
</tr>
<tr>
<td>November 29</td>
<td>Submit capstone activity in class</td>
<td></td>
</tr>
<tr>
<td>December 6</td>
<td>Last day of class complete capstone presentations if needed Review for final exam on class discussions</td>
<td>Study for final exam</td>
</tr>
<tr>
<td>December 11 to December 15</td>
<td>Final exam week</td>
<td></td>
</tr>
</tbody>
</table>