COURSE TITLE AND NUMBER: BUSI 3315
CLASS DAYS & TIME: MW 5:30 – 6:45 PM

PREREQUISITES:
Sophomore standing and/or Permission of Instructor

CATALOG DESCRIPTION OF COURSE:
This is the initial course in entrepreneurship. The student will learn the description and analysis of the characteristics that produce creative opportunities and commercially sustainable innovations. This will include learning about the personal and organizational characteristics, business and societal planning tools, and practices of entrepreneurs. An examination of the factors inside and outside the entrepreneurial firms that influence creativity and innovation are also considered because they affect successful business decisions. Prerequisite: Sophomore standing or above.

COURSE PURPOSE:
The objectives of this course are to provide the student with a holistic understanding of how entrepreneurs view the world in terms of opportunity recognition and the actions they take to engage these opportunities. The text and readings combine to provide a mix of perspectives and provide a balance between entrepreneurial theory and practice. Alternative perspectives on creativity, innovation, and new venture creation are explored based on the premise that there is no one best-way to learn and practice creativity and innovation. Students will also be able to engage in a hands-on learning experience through course exercises and projects.

EXPECTED LEARNING OBJECTIVES:
1. Learn the language and ethical practice of the entrepreneur (that is, terms, concepts, and ethical frameworks) used by successful entrepreneurs.

2. To have a solid understanding of the entrepreneurial process and the basic interrelationships of entrepreneurial actions, decisions, and outcomes.

3. The student will develop insight about the characteristics and techniques for enhancing creativity that can lead to new venture creation and innovation associated with entrepreneurial endeavors.

4. Students will read, write, and analyze the assigned material in order to become proficient in the interpretation and integration of basic creativity, innovation, and entrepreneurially commercial concepts and strategies sustainable and ethically balanced business practices.
INSTRUCTIONAL MATERIALS: *(Required Textbook)*


Thompson, Charles (Chic), "What A Great Idea: Key Steps Creative People Take," Harper Perennial, New York, NY

Articles, handouts, and library research as assigned by the instructor.

INSTRUCTIONAL PROCEDURES:

The course material will be presented using a set of interrelated activities:

* Independent reading and preparation for class and tests.
* Lectures, hands-on exercises, case studies, and class discussions.
* Student interviews, assessments, activities, presentations and case studies
* In-class examinations.

STUDENT PERFORMANCE ACTIVITIES: *(Attendance/Punctuality)*

Students will be expected to ATTEND CLASS AND BE ON TIME FOR EACH CLASS SESSION. Students are expected to prepare for each class session and actively participate in each class session. Because active participation is required students are advised to attend all scheduled class sessions; class attendance is a substantial portion of the grade scheme. An excused absence is defined as any absence that receives approval (at least 48 hours in advance) of the professor. All university-sponsored events are scheduled well enough in advance to enable the student to professionally and timely notify Dr. Byus prior to such absence.

All written assignments should be word processed and submitted using the following format: Type/word process using either Courir, Roman, Arial or Helvetica type face (font) no smaller than 10 point; preference is for 12 point. Standard business style and grammar should be used. Unless specifically required, all submissions will eliminate the use of all personal pronouns (I, me, my, etc.) and maintain an objective active voice. All spelling, punctuation, and grammar, should be checked before submission. **NO HAND WRITTEN ASSIGNMENTS WILL BE ACCEPTED.** Assignments submitted without the student’s full name being typed/word processed will NOT be accepted for grading. Accordingly, they will be considered as missing and will receive a zero (0).

**ALL cellular telephones and electronic communication/computing devices MUST be turned-off during the class session, unless specifically instructed otherwise. In order to adhere to copyright laws and intellectual property protection, NO tape recording or electronic note taking is permitted without the explicit written permission of the instructor.**

Students are expected to actively participate in class and be prepared to respond to inquiry.

ASSIGNMENT DUE DATES:

All written assignments are due at the beginning of the class period on the due date indicated for the assignment. **NO LATE ASSIGNMENTS WILL BE ACCEPTED. EXAMS WHICH ARE MISSED CANNOT BE RESCHEDULED WITHOUT SPECIFIC ARRANGEMENTS BEING MADE WITH THE PROFESSOR AT LEAST 48 HOURS IN ADVANCE OF THE REGULARLY SCHEDULED EXAM ADMINISTRATION DATE.** The student is responsible for all material assigned even if not discussed in class. Exams over assignments may be given without prior announcement.

STUDENT EVALUATION:

Grades will be based upon regularly scheduled exams, homework assignments, projects, a comprehensive entrepreneurial assessment, attendance, and meaningful class discussion/participation.
1. The grading criteria is

- 585 - 650 points = A
- 520 - 584.99 points = B
- 455 - 519.99 points = C
- 390 - 454.99 points = D
- Below 390 points = Failure

2. Students are advised that the last date during the semester when they may drop a course with an automatic “W” will be November 7, 2015. If you decide to drop after this date, you will receive the grade you have earned up to the drop date minus any grade components not administered.

4. Any students wishing to visit with the professor about their standing in the class may visit him in his office during his office hours.

**ADA COMPLIANCE:**

If any member of the class feels that he/she has a disability and needs special accommodations of any nature whatsoever, the instructor will work with you and the University’s Office of Student Affairs to provide reasonable accommodations to ensure that you have a fair opportunity to perform in this class. Please advise the instructor of such disability and the desired accommodations at the first class attended.

**Academic Honesty:**

Students are expected to conduct themselves in accordance with the highest standards of academic honesty. Ethical breach and more specifically academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.)