Syllabus (Draft 8-25-15)
Subject to adjustments by the first day of class

Professor: Peter D. Lucash, MBA, MPH
Office: Tate 305
E-Mail: lucashpd@cofc.edu
Alt.: peter@lucash.com
Office Phone: 843-402-0900 (8am – 8PM please – this goes direct to my cellphone)
Office Hours: Directly after class or at Main Campus
    Email often best, as I am generally online every day, all day and into the evening. I
generally take off on Saturday. If I don’t respond within 24 hours, don’t hesitate to re-
send.
    Mark all email in subject line “MGMT403” and tag as “high priority” – this way I’ll see it
first.

COURSE ESSENTIALS

Texts:
A custom text (coursepack) is being completed and will be ready for class. The total cost of materials will
not exceed $75

Additional readings, as assigned, will be posted on OAKS.

Course Description (Catalog):
Prerequisite: ENTR 320 or MGMT 345.

Course Objectives.
Upon completion of this course, students will be able to:
1. Explain the basic concepts, behaviors, best practices and language of ELs.
2. Identify key variables or critical success factors that are considered to be important for
entrepreneurial leadership effectiveness while insuring ELs do the right (yes, ethical) thing.
3. Develop and communicate a vision essential for effective entrepreneurial leadership, to
enhance their creativity/inventiveness, and develop the compass needed for successful
transformation and for weathering any “Perfect Storms.” This process will be enhanced through
live case studies with Entrepreneurial Leaders who will to share their insights and wisdom into
"how to" and “how not to."
4. Persuasively present team and individual ideas via written and oral presentations

School of Business learning goals addressed in this class are:
1. Communication skills – written assignments and oral presentations
2. Global and civic responsibility – review of socially- and environmentally-responsible
entrepreneurship (consistent with the department statement of excellence found below);
   additionally global awareness is integrated throughout the course
3. Intellectual innovation and creativity – the reader exercises are designed to encourage
   innovativeness and require considerable creativity
4. Synthesis – the feasibility analysis project and case analysis involve utilizing a variety of disciplinary knowledge

*Department Statement of Excellence.* The Department of Management & Entrepreneurship believes organizations have an obligation to optimize the “Triple Bottom Line;” that is, to achieve financial, ecological, and social objectives in increasingly competitive global markets. As teachers, we seek to prepare our students to be global citizens who will think and act systemically regarding the multiple purposes of creating and managing organizations in this responsible way.

*Topics Covered.* Opportunity recognition, creativity, feasibility analysis, business plans, industry and market analyses, business models, teams, entrepreneurial finance and elevator pitches.

**ENTREPRENEURIAL EXPERIENCE IN THE CLASS**

To address the course objectives, you will work on entrepreneurial projects throughout the semester and take quizzes. Objective #1 will be achieved primarily through the readings, videos to be viewed, and lectures, videos, articles, speakers and assorted activities. Class sessions will be used for discussion and activities related to the daily readings (lectures, as used, are not a rehash of the reading - **you need to complete the readings and viewings of videos before class**). You will research an industry, research the market to understand customer needs and develop a new venture, develop a business model and ultimately assess the feasibility of the opportunity. Some of this will be done in class, but there will be a lot of outside research needed. Finally, you will, in teams, review a business plan, which will give you an indication of the amount of research and development (R&D) an idea needs.

**ENTREPRENEURSHIP BEYOND THIS CLASS**

*Entrepreneurship Pizza Night.* At least once a month, the entrepreneurship faculty, and possibly an entrepreneur or two, will gather at the Mellow Mushroom on King Street. Entrepreneurship students (current, future and former) are welcome and encouraged to stop by. This is a great chance to meet other entrepreneurship students and faculty. There are no agendas during these gatherings … unless you bring one. So bring your questions, ask for advice, pitch your business ideas, share your entrepreneurial stories, talk about classes or just hang out. We’ll buy the pizza!

*SIFE.* Students In Free Enterprise is the largest student organization in the world, dedicated to teaching others concepts such as entrepreneurship and business ethics. SIFE is a partnership between business and higher education that is preparing the next generation of entrepreneurs and business leaders to create a better world for everyone. **It is a great resume builder and networking opportunity.** A global non-profit organization, SIFE runs projects like Technology for Africa, Lemon-Aid Stand, and more importantly CUBE your coffee and snack bar (Lobby of Beatty/Tate). You can get more information by visiting the CoC SIFE Team’s Web Site by going to [http://sife.clubs.cofc.edu](http://sife.clubs.cofc.edu).

*Management 445: Seminar in Entrepreneurship.* The class is a one-hour course devoted to the practical application of what you learn in ENTR 320. ENTR 320 is a pre-/co-requisite.
LEARNING

Reading and Preparation. Class time will be used for discussion, activities, team work, videos, speakers, developing ideas and working on projects. Thus lecturing will be limited to material not in the textbook. So it is your responsibility to come to class prepared by reading the assigned chapter and articles or cases.

Quizzes. There will be 4 quizzes throughout the semester. The quizzes will be based on prior readings including articles, speakers and even this syllabus, as well as current news and events in the entrepreneurial world. Questions will be a mix of multiple choice, short answer and essay.

You must be present to take the quiz. If you have an excused absence, you have until the next class to make up the quiz. The value of the quizzes will vary, but will add up to a possible 80 points

Individual Assignments and Activities: There will be several short cases or articles to be assigned to read and write a 1-2 page, single spaced analysis and discussion.

Sharing the Experience: Yellowdig and Atlas Learning
As part of the learning experience, we will be using tools from two startup. Yellowdig is a tool, similar to Pinterest, where you can spot an interesting article, blog, webpage and “pin” it to the class Yellowdig board. You will need to go to: www.yellowdig.com, create an account, and follow the Entrepreneurial Learning board. I expect that you will, at least once a week, find at least one item to pin to the class board. You are also expected to have looked at and read what has been posted. I will join in on this exercise – no duplicates, please!

Teams. You will work in teams throughout the semester, which will include: discussing reading, creativity challenges, activities and analyses. Doing is as important in learning as in reading and listening, and gives you the opportunity to apply the concepts in a tangible way.

Charleston Angel Partners meetings and write a 1 page, single spaced paper, detailing what you learned about entrepreneurship from attending. The Angel Partner meetings are on Wednesdays, once a month on the second floor of the Tate Center. See www.Chapsc.com for upcoming sessions. There are rules for attending. First, dress at least business casual – most people there will be in suits. Second, do not plan to come late or leave early. Entrepreneurs will be making presentations and/or the angels will be discussing investments. If you come in late or leave early you will be disturbing these activities. Third, you must plan to be “a fly on the wall.” Again, you don’t want to disturb the presenters by having your phone ring, typing on your computer, etc. Students that attend say it is an eye-opening experience. Additionally, it is rare – few, if any, other universities have a deal like this with their local angel group – so take advantage of it. Reports will be worth 5 points (and you can do as many as there are sessions over the semester. Papers are due within one week of the session.

ASSIGNMENT EXPECTATIONS

Expectations for Written Work. Following the School of Business learning goal of effective communications, all written work (including presentations) must be completed in professional style, and
follow basic principles of effective written communication. As any potential investor (or employer) would expect, all written work should be neat, well organized, clearly written, and free from grammatical and/or typographical errors. In other words, grammar, spelling and formatting will count as part of the grade on all assignments (including presentations).

CLASSROOM EXPECTATIONS

Attendance. ATTENDANCE IS REQUIRED. You will be allowed 1 unexcused absences during the semester (because things do happen). Each additional unexcused absence will result in one point off your final grade. If you have 3 or more unexcused absences, you will be dropped from the course (grade of WA). To get an absence excused, you must provide documentation directly to me or fill out an Absence Memo through Student Affairs (http://studentaffairs.cofc.edu/services/absence.php). The absence memo is then forwarded on to all of your instructors. If you are excused from class for an extended period of time (e.g. family emergencies, etc.), please be sure to keep in contact with both myself and your teammates (if working on a team project) in order that you do not fall too far behind and/or hurt your team. Note that leaving early for vacation is not a valid excuse for missing class. I will take roll at the start of class, I will mark you if you are late. It is your responsibility to ensure that I add you to the roll if you do come in late. Attendance is worth 20 points (10% of total grade).

Cell Phones. Please turn off the ringers and put the phone away. Yes, people do use their phones in business meetings in some place.....but not in our class. Please. Laptops/tablets/devices are only allowed as relevant to this class. There are many times when devices are needed for the class.

GRADING

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Attending class</td>
<td>20</td>
</tr>
<tr>
<td>Quizzes</td>
<td>60</td>
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<tr>
<td>Activities and Assignments</td>
<td>60</td>
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<tr>
<td>Team projects (total)</td>
<td>60</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
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Grade Scales

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points / %</th>
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<tbody>
<tr>
<td>A</td>
<td>186 / 93</td>
</tr>
<tr>
<td>B</td>
<td>166 / 83</td>
</tr>
<tr>
<td>C</td>
<td>146 / 73</td>
</tr>
<tr>
<td>D</td>
<td>126 / 63</td>
</tr>
<tr>
<td>A-</td>
<td>180 / 90</td>
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<tr>
<td>B-</td>
<td>160 / 80</td>
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<tr>
<td>C-</td>
<td>140 / 70</td>
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As a guide, the following represent cutoffs for final grades:

(A+) 194 / 97  B+ 174 / 87  C+ 154 / 77  D+ 134 / 67
A 186 / 93  B 166 / 83  C 146 / 73  D 126 / 63
A- 180 / 90  B- 160 / 80  C- 140 / 70  D- 120 / 60
Course Plan (subject to adjustments)

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>ASSIGNMENTS/CLASS ACTIVITY</th>
<th>READING(S) DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3-11 - 3/17 Welcome Introduction to</td>
<td>Welcome/introductions Review/discuss syllabus and class plan</td>
<td>READ: Wiley text “A Leadership Experience Framework”</td>
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<td>Entrepreneurial Leadership</td>
<td>Lecture/discussion: Leadership; Entrepreneurial leadership Discussion of the two videos</td>
<td>VIEW: “Stanley McChrystal: Listen, learn... then lead” TEDx TEDx <a href="https://youtu.be/FmplIMt95ndU">https://youtu.be/FmplIMt95ndU</a></td>
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<td>From the two videos: Come to class ready to discuss at least two leadership lessons applicable in an entrepreneurial organization from each video.</td>
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<tr>
<td>2</td>
<td>3-12 - 3/24 Personal leadership</td>
<td>Personal Leadership Strategy Worksheet</td>
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<tr>
<td>3</td>
<td>3-25 - 3/31 Customer discovery</td>
<td>Quiz 1</td>
<td></td>
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<td>4</td>
<td>4/7</td>
<td>Growth Quiz 2</td>
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<tr>
<td>5</td>
<td>4/14 Communication</td>
<td>Presentation skills</td>
<td></td>
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<tr>
<td>6</td>
<td>4/21 Innovation</td>
<td>Quiz 3</td>
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<td>7</td>
<td>4/28 Organizing</td>
<td>Quiz 4</td>
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<td>8</td>
<td>5/5 Leadership skills</td>
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<td></td>
<td>Final exam TBA</td>
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**Academic Integrity.** Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved.

Incidents where the instructor determines the student’s actions are related more to a misunderstanding will handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration--working together without permission--is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing
information via a cell phone or computer), copying from others’ exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the Student Handbook at http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php

DISABILITY STATEMENT

The College will make reasonable accommodations for persons with documented disabilities. Students should apply at the Center for Disability Services / SNAP, located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsibility for notifying me as soon as possible and for contacting me one week before accommodation is needed.