360: Readings in the Practice of Entrepreneurship

Class Days/Times: Thursdays 12:15-1:30pm
Class Location: ICAT Room/Beatty 120

Instructors

Dr. Desplaces
Location: 327 Beatty Center
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Office Phone: 843-953-6446
Fax Number: 843-953-5697

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Dr. Wyman
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Fax Number: 843-953-5697

Office Hours: See instructors.

COURSE DESCRIPTION:
This course introduces students to readings associated with the practice of entrepreneurship. Through readings and discussions students will have the opportunity to share reactions, ideas, and opinions on 3 popular press readings as well as the opportunity to interact with entrepreneurs from time to time on the pertaining topics.

Total Credit: 1 (repeatable)

PREREQUISITE:
None (all majors welcome)

TEXT:
- The Other F Word (2015) by John Hammer and Mark Coopersmith
- The Art of the Start 2.0 (2015) by Robert Kawasaki
- The Innovation Blind Spot (2017) by Ross Baird

COURSE OBJECTIVES:
Upon completion of this course, students will be able to:
1. Know the context and language of entrepreneurship
2. Identify and describe common characteristics and behaviors of ethical entrepreneurial leaders
3. Review new business concepts that confront social, environmental and/or economic challenges at local, national and international levels
4. Persuasively pitch new venture ideas via oral presentations
5. Evaluate new venture pitches

SOBE LEARNING GOALS
This class addresses the two of the five Learning Goals established by the School of Business and Economics:
1. Communication skills – written assignments and multiple oral engagements.
2. Synthesis – Students will be required to turn in reflections before the start of any one book but have the opportunity to rewrite their reactions based on the conversations/class engagement.

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.

E-mail Business Etiquette
Do not abandon business etiquette in your use of e-mail! I will not respond to e-mails if you do not follow the below guidelines:
- Business-like writing style (Dear Prof. D, sincerely etc.)
- Be concise and to the point.
- E-mail alias so recipient sees your full name, or your full name with @cofc.edu, in his/her e-mail in-box.
- Subject line meaningful to recipient (consider identifying your class ENTR 360)
- Content clear states the purpose of the e-mail including any action to be taken from the professor.
- Clear signature block with your full name, postal mailing address and return e-mail address (obviously there is no handwritten signature, nor do I require a digital signature).
- Be careful about including quotations and sayings in your signature block. Obviously don’t include anything that has potential to be offensive or misunderstood. Think about the impression your message sends to someone who doesn't know you, and be judicious.

Student’s Bill of Rights
- Right to a proper education/instruction
- Right to be treated fairly
- Right to question content and process

Student’s Bill of Responsibility
- Responsible for his/her own actions
- Responsible for learning – stay awake!
- Treat everyone as equals
- Be prompt (Being early is being on time, being on time is being late, and being late is unacceptable)
- Must come prepared to discussed materials in class

METHOD OF EVALUATION:
Your final grade will be based on the following:

<table>
<thead>
<tr>
<th>Modules</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning Engagement</td>
<td>40</td>
</tr>
<tr>
<td>Reading Reflections (3)</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>100</td>
</tr>
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Course Grade Scale (Percentage)

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>94-100 – Superior</td>
</tr>
<tr>
<td>A-</td>
<td>90-93.99 – Great work</td>
</tr>
<tr>
<td>B+</td>
<td>87-89.99</td>
</tr>
<tr>
<td>B</td>
<td>83-86.99 - Good work</td>
</tr>
<tr>
<td>B-</td>
<td>80-82.99 - Below good work</td>
</tr>
<tr>
<td>C+</td>
<td>77-79.99 - Considerable weaknesses</td>
</tr>
<tr>
<td>C</td>
<td>73-76.99 – Acceptable</td>
</tr>
<tr>
<td>C-</td>
<td>70-72.99 – Weak work</td>
</tr>
<tr>
<td>D+</td>
<td>67-69.99 – Significant concerns</td>
</tr>
<tr>
<td>D</td>
<td>63-66.99 – Barely Acceptable Passing</td>
</tr>
<tr>
<td>D-</td>
<td>60-62.99 - Near failure</td>
</tr>
<tr>
<td>F</td>
<td>Failure - Below 60</td>
</tr>
</tbody>
</table>
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).

USE of PDA DEVICES:
The use of phone, PDA, or laptop might vary across the three instructors so please learn to be considerate.

LEARNING ENGAGEMENT – 40%
You will need to come to class prepared, having read the required materials or completed the expected assignment. As this course is taught in a board room format, focused on a discussion and applicability of the readings. Most of the benefits of this course will only occur when students undertake the effort to engage in discussions scheduled each week. This is a “hands on” course, where the learning and insights about the issues facing practicing entrepreneurs. Each week you will get advance notice on 3 questions and their assigned chapters so you can prepare for class discussions.

Being There
Class attendance is absolutely essential to get the value of this course. However, all missed classes will be noted (please note use of sign in sheets, or phones in the class to keep attendance – It is your responsibility to check in). Class meetings start promptly. Habitual lateness (and leaving class early) and/or use of laptops or cell phones during class will be noted as evidence of low course commitment and similarly be penalized (see below). This policy will be strongly enforced. No warnings have to be issued. Students must visit the Excuse Memo Office (Student Affairs) to get any absences excuses. Only documented excuses by the college will be excused. Absences must be excused within 5 business days of the missed classed to be considered.

You are responsible for signing in each week.

Reading Reflections – 60%
You asked to write a one page reflection to each of the assigned readings that not only synthesize the essence of the assigned reading but articulate your reactions as well (agree, disagree and why). The reflection is due before the start of each book’s discussion. You will have the opportunity to rewrite your reflection at the end of each book’s discussions.

Format – Please single space in Time New Roman or Calibri font size 11, skip a line between paragraphs and do not indent paragraphs (similar format to this syllabus).

Assignments are due at the start of any book discussion (see course schedule)

ENTREPRENEURSHIP MINOR / CONCENTRATION:
The entrepreneurship minor or concentration are ideal for anyone that plans to eventually own their own business, work for/with someone else starting a new business, work at a small or large entrepreneurial company or in any job that requires a combination of business skills and creative thinking.

ENACTUS:
Enactus is the largest student organization in the world, dedicated to teaching others concepts such as entrepreneurship and business ethics. Enactus is a great networking opportunity and resume builder. Enactus is a global non-profit organization and runs projects like Technology for Africa, Lemon-Aid Stand, and CUBE coffee and snack bar.
ACADEMIC INTEGRITY POLICY:
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.
ENTR 360: Tentative Class Schedule

* Supplementary reading material (PDFs) on Entrepreneurship will be available on OAKS.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Books</th>
<th>Guest Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan. 11</td>
<td>Introduction/Expectations</td>
<td></td>
<td>All instructors</td>
</tr>
<tr>
<td>2</td>
<td>Jan. 18</td>
<td>Learning From Failures</td>
<td>The Other F Word *</td>
<td>Dr. Desplaces</td>
</tr>
<tr>
<td>3</td>
<td>Jan. 25</td>
<td>Learning From Failures</td>
<td></td>
<td>Dr. Desplaces</td>
</tr>
<tr>
<td>4</td>
<td>Feb. 1</td>
<td>Learning From Failures</td>
<td></td>
<td>Dr. Desplaces</td>
</tr>
<tr>
<td>5</td>
<td>Feb. 8</td>
<td>Think, but Act!</td>
<td>The Art of the Start 2.0*</td>
<td>Dr. Shaver</td>
</tr>
<tr>
<td>6</td>
<td>Feb. 15</td>
<td>Think, but Act!</td>
<td></td>
<td>Dr. Shaver</td>
</tr>
<tr>
<td>7</td>
<td>Feb. 22</td>
<td>Think, but Act!</td>
<td></td>
<td>Dr. Shaver</td>
</tr>
<tr>
<td>8</td>
<td>Mar. 1</td>
<td>The Innovation blind spot</td>
<td>Innovation Blind Spot*</td>
<td>Dr. Wyman</td>
</tr>
<tr>
<td>9</td>
<td>Mar. 8</td>
<td>The Innovation blind spot</td>
<td></td>
<td>Dr. Wyman</td>
</tr>
<tr>
<td>10</td>
<td>Mar. 15</td>
<td>The Innovation blind spot</td>
<td></td>
<td>Dr. Wyman</td>
</tr>
<tr>
<td>11</td>
<td>Mar. 29</td>
<td>Wrap Up</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Reflection due before start of discussion

It is each student’s responsibility to attend class and hear any schedule adjustments from me and regularly check our class Oaks site for changes to the schedule and other course information. I reserve the right to modify this syllabus.