ENTR 200: ENTREPRENEURSHIP THEORY AND PRACTICE
FALL 2020

Class Meets: T/R 12:15-1:30  Synchronized on-line
Lecturer: Dave Wyman, Ph.D.
Office Hours: T/R: 9:30 – 12:00  Beatty 327 and Zoom
Contact: 858-229-9028 (m)  wymandm@cofc.edu

WELCOME
Greetings! I am delighted to welcome you to ENTR 200. I am passionate about teaching entrepreneurship and opening students’ eyes to the possibilities. This introductory course reflects what I wish I knew when starting my own toy design company. Luck shined and we licensed over 75 toys and games. I am excited to see my students succeed. One of the greatest organizational needs today in this era of uncertainty and rapid change is recruiting strong entrepreneurially minded leaders. Many students from this class have become entrepreneurs and/or entrepreneurial leaders. Let us help you on your journey.

ENTREPRENEUR-IN-RESIDENCE
We are delighted to welcome Eric Fondren as our Entrepreneur-in-Residence. Eric is a serial entrepreneur, co-founder of GPF holdings and has been a judge in our Impact X Demo Day. Eric has a passion for helping young and new entrepreneurs navigate the nuances of building a successful company. Here is his linkedin bio: https://www.linkedin.com/in/ericnfondren/

CLASS NORMS
You can expect me to treat you with respect, listen to your concerns and respond to email within 24 hours on weekdays. All assignments will be graded and posted on OAKS within 3 days. Please be sure to schedule an appointment or zoom session during office hours when needed. Your success is my personal goal.

COURSE DESCRIPTION
This course provides an introduction to theoretical and experiential issues in entrepreneurship including the language of entrepreneurship, creativity and innovation, lean startups, business models, entrepreneurship, and learning from both successful and unsuccessful ventures. Readings, lectures, and live case discussions with entrepreneurs will be used to explore these and related issues. The Honors version of this course is HONS 205. Students may not receive credit for both.

PREREQUISITE
This course is open to students from all majors across the university and is the first entrepreneurship class in the entrepreneurship concentration.

TEXT
This course uses digital course materials designed using Open Educational Resources (OER), high-quality, openly licensed educational materials, rather than a traditional textbook. You can access all readings, videos, quizzes and other activities through our course site on OAKS. Our course materials were created and assembled by the Center for Entrepreneurship with support from CoFC’s OER Incentive Program. CoFC is committed to student access and excellence. You will not have any additional cost for textbooks. Extra care and effort was involved to assure access to high-quality affordable materials. I am interested in your experience using these materials and welcome your feedback at any time during the course of this class.
OAKS (for all instructional modalities)
OAKS, including Gradebook, will be used for this course throughout the semester to provide the syllabus and class materials and grades for each assignment, which will be regularly posted.

SUSTAINABILITY LITERACY
Students should note that this course is classified as a sustainability related course as part of the College’s quality enhancement plan (QEP), “Sustainability Literacy as a Bridge to Addressing 21st century problems.” Adopting the United Nations framework of Sustainable Development Goals (SDGs), ENTR 200 students will address two specific sustainability focused Student Learning Outcomes (SLOs):
1. (SLO 1) Identify various elements of sustainability and relationships between them
2. (SLO 6) Design a solution to a given sustainability problem.

COURSE OBJECTIVES
Blooms taxonomy level (organized from lower to higher-order thinking skills)
Upon completion of this course, students will be able to:
1. Know the context and language of entrepreneurship (Understand);
2. Identify and describe common characteristics and behaviors of ethical entrepreneurial leaders (Apply);
3. Review new business concepts that confront social, environmental and/or economic challenges at local, national and international levels (Analyze);
4. Evaluate new venture pitches (Evaluate);
5. Persuasively pitch new venture ideas via oral presentations (Create)

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

<table>
<thead>
<tr>
<th>Modules</th>
<th>Points</th>
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<tbody>
<tr>
<td>Turbo Presentations</td>
<td>20</td>
</tr>
<tr>
<td>Elevator Pitches with Product Canvas</td>
<td>30</td>
</tr>
<tr>
<td>Quizzes</td>
<td>100</td>
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<td>Surveys</td>
<td>10</td>
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<tr>
<td>Final Exam</td>
<td>40</td>
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<td><strong>Total</strong></td>
<td><strong>200</strong></td>
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</table>

GRADING SCALE
Late assignments will NOT be accepted. Final course grades will be determined as follows (percentages of total possible points):

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
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<tbody>
<tr>
<td>92+</td>
<td>A</td>
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<tr>
<td>88-89.9</td>
<td>B+</td>
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<tr>
<td>82-87.9</td>
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<td>78-79.9</td>
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<td>72-77.9</td>
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<td>68-69.9</td>
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<td>62-67.9</td>
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<tr>
<td>60-61.9</td>
<td>D-</td>
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TURBO PRESENTATIONS – 20 POINTS
Student teams will make Turbo Presentations from our texts – each presentation is worth 20 points. The format requires presenting a PPT slide roughly every 20 seconds. Each slide should display just one graphic and few words. Teams have 4 minutes to present (12 slides) – an intro, applied lessons from the week’s readings, and a conclusion. Presentations should be concise and moving at a rapid pace. Please load your presentation before class. Turbo presentations are evaluated in terms of professionalism in presentation and engagement of audience. Time keeping is essential.
ELEVATOR PITCHES & PRODUCT CANVAS – 30 POINTS
An important skill for a prospective entrepreneur is the ability to pitch an idea. Over the course of the semester, you will develop this skill by giving three elevator pitches. Your task is to convince a group of potential investors to invest in your idea. The potential investors will be a mix of your classmates, your professor and (potentially) real investors. You will have just 60 seconds to make your pitch. For each business opportunity, you must submit a professionally formatted pitch canvas in Dropbox on Oaks before the pitch. The final pitch is DEMOS (Disability and Entrepreneurship: Models of Success) of concepts incorporating Universal Design. The winners of the DEMOS competition will share a prize of up to $1,000.

QUIZZES – 100 POINTS
There will be 11 quizzes throughout the semester with only 10 counting (Oaks will drop the lowest grade, if you miss a quiz it will drop that quiz). The quizzes will be based on prior readings including articles, speakers and even this syllabus. You are responsible for getting notes about speakers from other students in the class. Quizzes are based on your knowledge, understanding and application (i.e., not just regurgitation of definitions) of entrepreneurial concepts covered in the texts and in class. Questions will be a mix of multiple choice, True/False, and long answer. You will be required to take the quiz online/Oaks and that week’s quiz should be completed by Friday at 11:59 PM (unless otherwise noted).

There will be no make-ups on quizzes. If you miss the deadline you will receive a zero for the quiz. However, I will drop one quiz grade – your lowest quiz grade. In the event you missed the speaker, you will still be responsible for the content. Please arrange to get notes from someone in the class.

SURVEYS – 10 POINTS
Students will be required to complete several surveys during the course of the semester. Please note that the final survey will be verification that you have completed the Course-Instructor Evaluations. Use “print screen” or copy to paste verification that you have completed it and post the verification in the Course-Instructor Evaluation folder on Dropbox folder. We will have an opportunity during class to complete all surveys.

FINAL EXAM – 40 POINTS – THE LAST LECTURE
Please watch “The Last Lecture” by Randy Pausch: http://www.youtube.com/watch?v=ji5_MqixcSo.
Indulge in contemplative retrospection. Think about this semester — lessons from the classroom, books you have read, teams that you have worked on, guest speakers you have interviewed, etc. Please present your last lecture as a potential book — what are the key lessons that you have learned in our class and would like to pass on as a legacy. Please outline 4 pages of your book as follows:

a. Title page – Present an illustrated front page of your book. Include the title of your book and your name as author. Be creative in your presentation!

b. Second and third pages – a summary of the seven key entrepreneurial leadership lessons you would like to share. Please cite at least one different entrepreneur for each lesson. Now, integrate these entrepreneurial lessons with specific examples how you apply them (now or in the past) to designing your own life journey.

b) Fourth page – “Tombstone” – please design an inscription for your tombstone in less than 25 words. Do not go beyond four pages.

Please single space in Time New Roman or Calibri font size 11 and skip a line between paragraphs. Do not indent paragraphs (similar format to this syllabus). The final is due in PDF format in Dropbox on Oaks on date as specified in the College final exam calendar. Books will be graded on being professional, innovative, engaging the audience, and having a meaningful impact.
ASSIGNMENT EXPECTATIONS
Expectations for written work: Following the School of Business learning goal of effective communications, all written work (including presentation canvases) must 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).

LEARNING ENGAGEMENT
Class attendance is essential for learning engagement. You will need to come to class prepared, having read the required materials or completed the expected assignment. As this course is taught in an online studio format, there are few lectures from the readings. Most of the benefits of this course will only occur when students undertake the effort to engage in the many exercises and activities scheduled each week. This is a “hands on” course, where the learning and insights gained about the process of new venture creation are in direct proportion to the time devoted to these efforts. Showing up for each class session is a necessary, but insufficient condition for meeting the course requirements. Students are expected to participate actively and thoughtfully. Habitual lateness (and leaving the zoom class early) is evidence of low course engagement. Students with low learning engagement will incur a penalty of up to 1 grade.

The College anticipates that some members of the community will fall ill or test positive for the coronavirus, and then be required to quarantine thereby missing class, assignments, and assessments. To the extent possible, reasonable arrangements will be made for students with COVID-19 related absences to continue in the class. To be eligible for such arrangements, it is necessary to inform me directly by email prior to class if you will miss class due to illness. You will be trusted that the explanation provided for your absence is honest and truthful. No medical documentation is required.

However, students should be aware that extended absences for any reason cannot be accommodated in this course. Missed assignments and assessments may result in poor or failing grades. If a student is absent from class for an extended period, a withdrawal (W) before the deadline should be strongly considered. In all cases, course grades will be assigned consistent with the grading policy published on the syllabus.

RECORDING OF CLASSES (via Zoom)
Class sessions will be recorded via both voice and video recording. By attending and remaining in this class, the student consents to being recorded. Recorded class sessions are for instructional use only and may not be shared with anyone who is not enrolled in the class.

E-MAIL BUSINESS ETIQUETTE
Please use business etiquette in your e-mails. I will only respond to professional e-mails that follow the guidelines below:

- E-mail alias displaying your full name with @cofc.edu
- Subject line identifying your class as ENTR 200
- Business-like writing style (Hi Dr. Wyman, Best, etc.)
- Be concise and to the point.
NETIQUETTE
Please use business etiquette when using ZOOM or online conversations. It is important to keep the
course community a safe, engaging and friendly place. Here are some tips from the Walls Street Journal:
• Don’t be late
• Turn on the camera
• No eating
• Don’t multitask
• Mute when you are not talking

Always remember to “Be professional” and say “Please” and “Thank you” when soliciting help from your
classmates and instructor. Respect the opinions of your classmates. If you feel the need to disagree, do
so respectfully and acknowledge the valid points in your classmate’s argument. Acknowledge that others
are entitled to have their own perspective on the issue.

Before posting and responding to a discussion board, check if anyone has asked it already and received a
reply. Before asking a question, check the class FAQs or search the internet to see if the answer is obvious
or easy to find. Check the most recent comments before you reply to an older comment, since the issue
might have already been resolved or opinions may have changed. Run a spelling and grammar check
before posting anything to the discussion board. It only takes a minute, and can make the difference
between sounding uneducated and sounding knowledgeable.

SOBE LEARNING GOALS
This class addresses five Learning Goals established by the School of Business:
1. Communication skills – written assignments and multiple oral presentations
2. Quantitative fluency – portions of the course material cover financial planning for entrepreneurs
3. Global and civic responsibility – review of socially and environmentally-responsible entrepreneurship; additionally, global awareness is integrated throughout the course
4. Intellectual innovation and creativity – portions of the course material cover creativity and innovation
5. Synthesis – the final project applies the theoretical lessons learned to the live cases presented throughout the semester

DEPARTMENT STATEMENT OF EXCELLENCE
The Department of Management & Marketing 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.

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.

COLLEGE OF CHARLESTON HONOR CODE AND 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 XXF 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 XX to be expunged. The F is permanent. 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.

ONLINE COURSES WITH EXAM PROCTORING (Does not apply to ENTR 200)
This course will require the use of an exam proctoring service for the course exams. Students are responsible for registering, scheduling, and the cost of the service prior to each exam. Instructions and additional information on proctoring can be found at https://academicaffairs.cofc.edu/distance-education/online-proctoring/index.php.

INSTITUTIONAL SYLLABUS STATEMENT REGARDING THE FALL 2020 SEMESTER
The College of Charleston is committed to promoting the health and safety of our campus community. Please read the following Institutional Syllabus Statement Regarding the Fall 2020 Semester: https://docs.google.com/document/d/1FwTUelrvqDK0ro0y9tL1iQ3LOroBxaK_Wogc7jULpls/edit

INCLEMENT WEATHER, PANDEMIC OR SUBSTANTIAL INTERRUPTION OF INSTRUCTION
If in-person classes are suspended, faculty will announce to their students a detailed plan for a change in modality to ensure the continuity of learning. All students must have access to a computer equipped with a web camera, microphone, and Internet access. Resources are available to provide students with these essential tools.
ENTR 200 – Tentative Class Schedule

“One person with passion is better than forty people merely interested” – E.M. Forster

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Quizzes</th>
<th>Guest Speakers</th>
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<tbody>
<tr>
<td>1</td>
<td>Aug 25</td>
<td>Introduction</td>
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<td></td>
<td>Aug 27</td>
<td>Entrepreneurial Mindset</td>
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<td>2</td>
<td>Sept 1</td>
<td>Creativity and Business Ideas</td>
<td>Quiz 1</td>
<td>Mark Richards</td>
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<td>Sept 3</td>
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<td>3</td>
<td>Sept 8</td>
<td>DEMOS Universal Design</td>
<td>Quiz 2</td>
<td>Cindi May</td>
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<td></td>
<td>Sept 10</td>
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<td>Elevator Pitch I</td>
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<td>4</td>
<td>Sept 15</td>
<td>Lean Start Up</td>
<td>Quiz 3</td>
<td>Krissa Watry</td>
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<td>Sept 17</td>
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<td>5</td>
<td>Sept 22</td>
<td>Impact Entrepreneurship</td>
<td>Quiz 4</td>
<td>Stuart Williams</td>
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<td>Sept 24</td>
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<td>6</td>
<td>Sept 29</td>
<td>Business Models and Plans</td>
<td>Quiz 5</td>
<td>Kenny Ridgell</td>
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<td>Oct 1</td>
<td>Alumni Entrepreneurs Roundtable</td>
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<td>7</td>
<td>Oct 6</td>
<td>Financial Plan</td>
<td>Quiz 6</td>
<td>Adam Anderson</td>
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<td>Oct 8</td>
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<td>8</td>
<td>Oct 13</td>
<td>Viral Marketing Plan</td>
<td>Quiz 7</td>
<td>TBD</td>
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<td>Oct 15</td>
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<td>9</td>
<td>Oct 20</td>
<td>IP and Legal Issues</td>
<td>Quiz 8</td>
<td>Elevator Pitch II</td>
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<td>Oct 22</td>
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<td>10</td>
<td>Oct 27</td>
<td>Level 5 Leadership</td>
<td>Quiz 9</td>
<td>Christine Osborne</td>
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<td>Oct 29</td>
<td>Celebrating Women Entrepreneurs</td>
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<td>11</td>
<td>Nov 3</td>
<td>Election Day – No Classes</td>
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<td>Corey Eulas</td>
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<td>Nov 5</td>
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<td>12</td>
<td>Nov 10</td>
<td>Venture Capital</td>
<td>Quiz 10</td>
<td>Glenn Starkman</td>
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<td>Nov 12</td>
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<td>13</td>
<td>Nov 17</td>
<td>Success &amp; Odyssey Planning</td>
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<td></td>
<td>Nov 19</td>
<td>Print the Legend Film</td>
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<td>14</td>
<td>Nov 24</td>
<td>Print the Legend Film</td>
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<td></td>
<td>Nov 26</td>
<td>Thanksgiving – No Classes</td>
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<tr>
<td>15</td>
<td>Dec 1</td>
<td>Entrepreneurial Lessons</td>
<td>Quiz 11</td>
<td>Elevator Pitch III</td>
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<tr>
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<td>Dec 3</td>
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<td></td>
<td>Dec 10</td>
<td>Final Exam due by 3:00</td>
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