



**STETSON SCHOOL OF BUSINESS AND ECONOMICS
CECIL B. DAY CAMPUS – ATLANTA**

INSTRUCTOR: DR. ROBERT PERKINS
BA 684.A11 – ENTREPRENEURSHIP (3 HOURS)
SUMMER SEMESTER 2010 SESSION I

Class Time: Monday 6:00 - 10:15 p.m.

Office Location : BE 211

Office Hours: Monday 4:00 - 6:00 p.m., Tuesday 12:00 – 2:00p.m.
and by appointment

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E-mail: perkins_rd@Mercer.edu and perkins1500@gmail.com

1. COURSE DESCRIPTION:

This course covers the basics of what entrepreneurship and intreprenurship are today, including the nature of the entrpreneurship, firm successes and failures, the overall world climate for entrepreneurship, and marketing, financial analysis and overall business planning. Student develop a business plan as part of the class experience.

BA 684 is designed to cover the basic elements of and the best practices in entrepreneurship. We will study the personality of successful entrepreneurs, developing ideas into opportunities, financing options, and the keys in launching successful new ventures. Students will be expected to utilize the content of the course and previous learnings in the areas of management, marketing, finance, accounting, economic basics and forecasting in developing a business plans.¹

II. TEXT: Entrepreneurship by William Bygrave and Andrew Zacharakis. John Wiley & Sons; 2008. ISBN: 13 978-0-471-75545-6

III. PREREQUISITES: BAA 605, , BAA 609 and BAA 613, or permission of the instructor.

IV. COURSE OBJECTIVES AND OUTCOMES: The core purpose of the course is to provide students with insights and experience in the process of developing a new venture. Students successfully completing this course will be able to:

1. Demonstrate a comprehensive understanding of entrepreneurship.
2. Develop their own business plan, hopefully one they are truly interested in making a reality in the future.
3. Integrate their knowledge of management, marketing, finance, and forecasting.
4. Identify and avoid the many pitfalls common to new business start-ups.
5. Understand and be able to apply the concept important to growing a new business.
6. Fully understand the steps involved in finding a need for a new product, designing and implementing market tests to verify the need and their ability to fill the need at a profit; developing a marketing plan; obtaining financing as needed; developing contingency plans for possible changes and problems; and learn and comply with governmental regulations.
7. Complete a business plan and present it to the class.

V. CLASS ASSIGNMENTS AND EVALUATION: The methods of instruction will include lectures, oral discussion, cases, group work, videos and guest speakers. Students are expected to complete readings and other assignments before class and take part in class discussions. Enthusiastic student participation in case discussion and class discussion is expected.

By the last class new venture teams will have developed their business proposals and will compete for *investor funding*. This may provide a

market test for a real enterprise to be launched later and will improve presentation skills and strengthen understanding of core concepts. As members of teams everyone will get to participate.

Each student or small team will prepare a 20+ page double spaced business plan and “sell” it to the class using multimedia techniques. Teams will be expected to develop more analysis and longer plans. Presentations are limited to 20 minutes with another 10 minutes for questions. Practice so that you can stay within this time period. Representing a funding investor, a judge will note projects as the best business opportunity.

VI. GRADING POLICY AND PROCEDURES: The course grade will be determined by evaluation of each major activity. Students are responsible for all material covered in the text, class discussion, cases, lectures, and any A/V materials.

Grading:

A	=	90 – 100
B	=	80 – 89
B+	=	87 – 89
C	=	70 - 76
D	=	60 - 69
F	=	Below 60

Evaluation Criteria:

Mid-term exam	25%
Final Exam	25%
Business Plan Document & Presentation of Plan	30%
Class Participation	20%
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Total:	100%

VII. MERCER HONOR CODE: Mercer University Atlanta expects each and every student to maintain the highest principles of academic honesty and integrity. Violations of academic honesty represent a breach of the University's expectations and will be regarded as a serious matter. Violations include, but are not limited to, the following:

Plagiarism means the use of ideas, facts, phrases, or additional information such as charts or maps, from any sources, without giving proper credit to the original author. Using direct quotations, paraphrases, or reproductions of any material which is not of the student's own authorship is also considered plagiarism. Failure to reference any such material used is both ethically and legally improper. **Cheating** includes the use of unauthorized sources of information or signing the roll for another student. (Please see page 50 of Mercer 2009 - 2010 catalog for detailed information.)

VIII. INCLEMENT WEATHER: If severe weather occurs, classes will be canceled in accordance with the Associate Provost's decision of Mercer-Atlanta. Call the Mercer weather line for information about class cancellations - - (678) 547-6111 (Atlanta) or listen to WSB 750 AM.

IX. DISABILITY STATEMENT: Students with a documented disability should inform the instructor at the close of the first class meeting. The instructor will refer you to Richard Swilley, Assistant Dean of Campus Life, 678-547-6823, for consultation regarding evaluation, documentation of your disability, and recommendations for accommodation, if needed. To take full advantage of disability services, it is recommended that students make contact, immediately. The Student Life office is located in the Sheffield Student Center, Room 212.

PLEASE NOTE: In you are not on the official role you will not be added late in the term and you will not receive credit for the class work you have done or credit for the course!

X. CLASS SCHEDULE

MONDAY DATES	ASSIGNMENT
Class 1 – May 24	<ul style="list-style-type: none"> • Themes: An Overview of Entrepreneurship & Risk: Are you a super entrepreneur? • Read Chapters 1-2 Study Malincho Case • Exercise: <i>Your Opportunity Journal</i> on page 29 before class and bring to class for discussion.
Class 2 – June 7	<ul style="list-style-type: none"> • Themes: Opportunity and “What’s the Big Idea?” • Read Chapters 3-4
Class 3 – June 11	<ul style="list-style-type: none"> • Themes: Marketing and Strategy – The Elevator Speech • Read Chapters 4-5 • First New Venture company meeting
Class 4 – June 14	<ul style="list-style-type: none"> • Bring your idea and be ready to sell it in a 5 min. presentation • Themes: Plans, Pro-Formas and People • Mid-Term Exam (Chapter 1-8) • Read Chapters 7, 8 and 6
Class 5 – June 21	<ul style="list-style-type: none"> • Themes: Raising Money and Growth • Read Chapters 9, 10, 11, 14
Class 6 – June 28	<ul style="list-style-type: none"> • Themes: Protection – legal and intellectual property • Read Chapters 12, 13
Class 7 – July 12	<ul style="list-style-type: none"> • Business Plan Presentations • Final Exam (Chapters 9-14)