

# Entrepreneurship

## Section 1

Instructor/Title	Dr. Zhaocheng Zeng
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### 【Course Outline / Description】

Entrepreneurs are people who perceive business opportunities and create organizations to pursue them. They play an important role in the economic growth and the development of our society. There are hundreds of millions of people in the world who are actively involved in trying to create a new start-up or are owner-managers of a new business. For example, in the United States, more than 1700 new businesses are created every hour of every working day. Entrepreneurship has been viewed as one of the most important economic forces for our society in the past two decades. The contributions of entrepreneurship to economy and society lie in two major aspects. First, many new jobs are created by new ventures. With the growing number of new jobs available in the market, millions of people can enter the labor market and pursue economic success. Second, new ventures introduce innovation into the market, which can change existing technologies and the market structure. Research shows that about two-thirds of all new inventions are created by entrepreneurial firms. With the great influence entrepreneurship has on our society, the particular challenges and experiences in starting and developing new businesses are clearly worth studying.

This course provides knowledge of the key aspects of entrepreneurship and small business management. The topics covered in this course include the introduction of entrepreneurship, the entrepreneurial process, business opportunity recognition, business prototyping, business model, entrepreneurial marketing, entrepreneurial team building, the business planning process, and entrepreneurial financing.

## Section 2

### 【Course Objectives/Goals/Learning Outcomes】

At the end of the course, students are expected to be able to do the following: (1) learn the key principles, concepts, knowledge, and skills for starting a business; (2) write a business plan; (3) evaluate the quality of a business plan for internal or external use; (4) understand the challenges and complexities related to entrepreneurs and their start-ups during the process of new venture creation; (5) develop practical skills for managing small businesses. These learning objectives of the course will be accomplished through readings including textbook and other assigned materials, case analyses, discussions, presentations, assignments, and other student contributions.

## Section 3

### 【Class Schedule/Class Environment, Literature and Materials】

Lecture No.	Schedule of Instruction	Work Outside of Classroom Activities
Lecture 1	Introduction of the course	Read the course syllabus on the blackboard
Lecture 2	The Power of Entrepreneurship	Read Chapter 1 and understand the importance of entrepreneurship

Lecture 3	The Power of Entrepreneurship	Read Chapter 1 and understand the importance of entrepreneurship
Lecture 4	The Entrepreneurial Process	Read Chapter 2 and understand the model of the entrepreneurial process
Lecture 5	The Entrepreneurial Process	Read Chapter 2 and understand the model of the entrepreneurial process
Lecture 6	Opportunity Recognition	Read Chapter 3 and understand how to identify business opportunities
Lecture 7	Opportunity Recognition	Read Chapter 3 and understand how to identify business opportunities
Lecture 8	Prototyping Your Ideas	Read Chapter 4 and understand the concept and types of prototyping
Lecture 9	Prototyping Your Ideas	Read Chapter 4 and understand the concept and types of prototyping
Lecture 10	Prototyping Your Ideas	Read Chapter 4 and understand the concept and types of prototyping
Lecture 11	Business Model	Read Chapter 5 and understand the concept and importance of business model
Lecture 12	Business Model	Read Chapter 5 and understand the concept and importance of business model
Lecture 13	Business Model	Read Chapter 5 and understand the concept and importance of business model
Lecture 14	Entrepreneurial Marketing	Read Chapter 6 and understand marketing strategies for entrepreneurs
Lecture 15	Entrepreneurial Marketing	Read Chapter 6 and understand marketing strategies for entrepreneurs
Lecture 16	Entrepreneurial Marketing	Read Chapter 6 and understand marketing strategies for entrepreneurs
Lecture 17	Case study	Read the case provided by instructor
Lecture 18	Building the Founding Team	Read Chapter 7 and understand how to build a good start-up team and how to compensate team members
Lecture 19	Building the Founding Team	Read Chapter 7 and understand how to build a good start-up team and how to compensate team members
Lecture 20	The Business Planning Process	Read Chapter 8 and understand how to write a business plan
Lecture 21	The Business Planning Process	Read Chapter 8 and understand how to write a business plan
Lecture 22	The Business Planning Process	Read Chapter 8 and understand how to write a business plan
Lecture 23	The Business Planning Process	Read Chapter 8 and understand how to write a business plan
Lecture 24	The Business Planning Process	Read Chapter 8 and understand how to write a business plan
Lecture 25	Building Financial Statements	Read Chapter 9 and understand how to build financial statements for a start-up
Lecture 26	Building Financial Statements	Read Chapter 9 and understand how to build financial statements for a

		start-up
Lecture 27	Building Financial Statements	Read Chapter 9 and understand how to build financial statements for a start-up
Lecture 28	Business Plan Presentation	Learn how to deliver a business plan presentation
Lecture 29	Student Presentation	Prepare for business plan presentation
Lecture 30	Student Presentation	Prepare for business plan presentation

**【Textbooks/Reading Materials】**

*Textbooks (Title, Author, Publisher)*

The textbook reading materials will be uploaded to Blackboard. Students can download them.

*Reference Books (Title, Author, Publisher)*

**Title:**

Entrepreneurship, Fourth Edition

**Authors:** William Bygrave, Andrew Zacharakis, Andrew Corbett

**Publisher:** Wiley

**Section 4**

**【Learning Assessments/Grading Rubric】**

**Grading Criteria**

Final Exam: 30%

Group Assignment 1 (Entrepreneur Interview): 20%

Group Assignment 2 (Business Plan): 30%

Work Outside of Classroom Activities: 10%

Business Plan Presentation: 10%

\*Final exam is a multiple-choice test. Group Assignment 1 and Group Assignment 2 are both writing assignments. Group assignments require students to form groups and complete the assignments together with their group members. For assignment 1, each group is required to interview one person who is an entrepreneur. For assignment 2, each group needs to generate a viable business idea and write a business plan based on that idea.

\*Feedback of assignments will be provided to students on Blackboard.

**Section 5**

**【Additional Information】**

-Students are advised to expose themselves to news regarding entrepreneurship through TVs, newspapers, and the Internet on a daily basis.

-Active and respectful class participation is highly appreciated.

-If you miss class ten times or more, you will not be allowed to take the final exam. With four

absences, you will lose 5 points from your final grade; with six absences, you will lose 10 points; and with eight absences, you will lose 15 points.