

**School of business**

**Wayland Mission Statement**

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

**Contact Information**

**Course**

: MGMT 4321 FALL 1st8WKS 2022 VC01- Entrepreneurship

**Campus**

: WBUOnline

**Term/Session**

**:** Fall 1 2022

**Instructor**

**:** Dr Kanayo Ogwu

**Office Phone Number/Cell #**

**:** 8065024436

**WBU Email Address**

**:** [ogwuk@wbu.edu](mailto:ogwuk@wbu.edu)

**Office Hours, Building, and Location**

**:** WBUonline

**Class Meeting Time and Location**

**:** WBUOnline

**Textbook Information**

**Required Textbook(s) and/or Required Materials**

**:**

| BOOK | AUTHOR | ED | YEAR | PUBLISHER | ISBN# |
| --- | --- | --- | --- | --- | --- |
| Small Business: An Entrepreneur's Business Plan | Ryan/Hiduke | 9th | 2014 | Cengage | 9781-28557-9672 |

*The textbook for this course is part of the* ***Wayland’s Automatic eBook*** *program. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. The cost of this Automatic eBook will be billed directly to your student account when you register for the course. You will be notified via email with access instructions and additional information. If you do not wish to participate in the Automatic eBook program, you will have the first 12 days of class to opt-out of the program (additional details will be outlined in your email instructions). For more information on the Automatic eBook program, visit the Wayland Bookstore* [*Automatic eBook FAQ*](https://bookstore.wbu.edu/site_inclusive.asp) *page.*

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**Optional Materials**

**:** List of optional materials recommended to enhance student learning:

1. The lean startup by Eric Ries
2. Zero to one by Blake Masters and Peter Thiel
3. How to build a startup by Steve Blank (Podcast)

**Course Information**

**Catalog Description**

**:**

Self-assessment and venture management, identifying and evaluating new venture opportunities, marketing research applications; operational aspects; risk management, case studies, and field experiences.

**Prerequisite:**None

**Course Outcome Competencies**

**:**

* Demonstrate an understanding of entrepreneurial concepts and processes.
* Develop ideas for new business opportunities; Identify target customers, market factors, locations, and financial requirements for a new business.
* Integrate entrepreneurial concepts and processes.
* Develop and present an original business plan.
* Learn how to build a startup.
* Understand how to design, develop and deploy a small business.
* Know the strategies required in managing a small business.

**Attendance Requirements**

**WBUonline**

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

**University Policies**

**Statement on Plagiarism and Academic Dishonesty**

**:** Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

**Disability Statement**

**:** In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Director of Counseling, Career and Disability Services serves as the coordinator of students with disability and should be contacted concerning accommodation request at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

Accessibility issues with content in WBUonline courses or in Blackboard should be addressed to the WBU accessibility coordinator, Dr. Trish Ritschel-Trifilo, [trifilot@wbu.edu](mailto:trifilot@wbu.edu) or call (806) 291-3745.

**Student Grade Appeals**

**:** Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

**Course Requirements and Grading Criteria**

**The University has a standard grade scale:**

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a microterm to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond the student’s control. A grade of “incomplete” is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion.  If the work is not completed by the appropriate date, the I is converted to an F.

**DETAILS OF THE COURSE REQUIREMENT FOR STUDENTS PARTICIPATION.**

Late assignments are graded with a 10% late penalty. Assignments submitted later than 2 weeks will not be accepted. All late work and assignments must be turned in by final course date. Discussions are not accepted after the due date.

**Practice Quiz** – Students will have some practice quiz related to items in the syllabus. This is only meant for academic stimulation purposes and does not count towards your final grade.

**Discussions** – There are four discussions that require some deep thinking and a little bit of research as a means of increasing student capabilities and knowledge base, whilst also encouraging participation in the course. The discussions are **mandatory** and contribute to the final grade, and it is a good way to engage with the course and learn the key tenets of entrepreneurship. The discussions will contribute 10 points to the overall course score.

**Concept Paper** – There is one paper that covers the course outcomes and objectives for a total of 60 points. The paper is a case study essay that tests your knowledge of key concepts of entrepreneurship and the application of theory to practice.

**Exams** – There will be an examination to test your knowledge on what you have learnt in the course thus far. This examination will have a submission timeframe as stipulated in the exam requirement on blackboard. The exams will contribute 30 points to the overall course score.

**Attendance Census Reporting** – Students may earn extra points for acknowledging they are taking the class, also, if missed, the student will be dropped from the course. This can help the grade of students who perform poorly during the final assessments.

**Student Introduction** – Students may earn extra points for introducing themselves to their peers. This can help the grade of students who perform poorly during the final assessments. The instructor is determined to ensure that students perform well on the course, however, it is the responsibility of the students to help the instructor help them, by adhering to these instructions.

**Class Participation:** Class participation is a very important part of education. This class requires active class participation. Assignments in the class are counted as class participation and attendance.

Other Important Information:

* + 1. Written work, including the term paper, is graded on content first, but also on the quality of grammar, punctuation, and APA formatting i.e organization and presentation.
    2. All written assignments should be 12-point type, double-spaced, Times New Roman, and using APA 7th Ed. Manuscript Writing Style formatting.
    3. Questions concerning grades received should be resolved within one week after the assignment has been returned.
    4. All work should be original work of the individual student.
    5. Academic honesty is expected of all students. Plagiarism, cheating, and other acts that lack academic honesty may result in a zero on a particular assignment.
    6. Students will need to use the Internet to access the textbook and assignments.
    7. Always contact the professor if you need assistance.
    8. Term Paper: Students will complete one research paper for this class
    9. Term Exams: Students will write one exams for this class.

# **TENTATIVE SCHEDULE**

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| --- | --- | --- | --- | --- |
| Week | Deliverable | Points | Due date |  |
| Week One | Knocking on the entrepreneurial doors! |  |  |  |
|  | * The three doorways to small business ownership * Strategies required to enter the world of small businesses * The most viable pathway to starting a small business   \*Study Chapter one of the study guide. Pages 1-24. |  |  |  |
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| Week Two | What type of entrepreneur do you want to be?   * Understanding the concept of entrepreneurship * Understanding the three types of entrepreneurs * What it means to be a “lifestyle entrepreneur” * What it means to be an “empire builder” * What it means to be a “serial entrepreneur” |  |  |  |
|  | \* Study Chapter two of the study guide. Pages 25-60 |  |  |  |
|  |  |  |  |  |
| Week Three | Top ten success factors for entrepreneurs   * Ideas are worth nothing(zero), execution makes all the difference! * Understanding the identified top ten success factors in detail |  |  |  |
|  | \* Read up on the lecture notes and watch the lecture videos in week three in order to enhance your learning curve on entrepreneurship. |  |  |  |
|  |  | (10) |  |  |
| Week Four | How do you spot opportunities/trends, and fund those opportunities? |  |  |  |
|  | * Understanding the strategies required in spotting opportunities and trends * Application of theory to practice |  |  |  |
|  | Read page 25 of the key text.  \* The final assessment will be revealed in week 4. You can start working on your research and or paper/essay. The final paper will be submitted on the 10/01/2022. It will be worth 60 points. | 60 |  | 10/01/2022 |
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| Week Five | How to develop business and startup ideas / The elevator pitch!   * Find a problem that a vast majority of people face and create a simple solution * Learn how to pitch the solution you have created |  |  |  |
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| Week Six | Ethics in entrepreneurship   * Definition and concept * Understanding the role and importance of ethics in business * Understanding the golden rule of ethics * Understanding ethical principles for entrepreneurs |  | |  |  |
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| Week Seven | How to structure the business plan   * Structure of the business plan * Purpose of the business plan * ABC’s of entrepreneurship   \*Read the study guide in week 7. Study chapter fifteen of the key text to learn more about how to write a business plan. |  | |  |  |
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| Week Eight | Examination and discussion about the final assessment.  \*There will be an examination to test your knowledge on the course from week 1-7. The exams will contribute 30 points towards the final exams. Instructions for submission will be provided on blackboard.  \* There will be a short explanation about the requirements of the final assessment if necessary. | 30 | |  |  |
|  |  |  | |  |  |
| Total points obtainable for this course |  | 100 / 100% | |  |  |
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# ADDITIONAL INFORMATION

Faculty may add additional information if desired.