

MORAVIAN COLLEGE

MGMT 292  
Entrepreneurship

Fall, 2015  
PPHAC 116  
M: 1:10 – 3:45 pm

Dr. Gary Kaskowitz  
216 Comenius Hall  
GKaskowitz@moravian.edu  
610-861-1406

Office Hrs: M/T/W/R: 10:30 – 11:30 am  
Others by appointment

**COURSE DESCRIPTION:**

What do all successful organizations and businesses have in common? Somebody started them! In this course we will explore what it takes to create a successful business in today's economy. We will study how entrepreneurial vision and sound strategy are incorporated in successful start-ups. We will learn how you can build your vision from the ground up by understanding and utilizing the tools and techniques of successful entrepreneurs. We will explore how your business idea can bring value to others and yourself. This course is an immersive course. You will study, experience, and implement a start-up/business plan. **A highlight of this course will be your participation in the "Building Your Dream From the Ground Up" event where you will showcase your idea to successful entrepreneurs and other community members. Prizes will be awarded!**

**COURSE OBJECTIVES:**

Upon successful completion of this course, the student should be able to:

1. Identify and adopt key characteristics of entrepreneurs
2. Identify new business opportunities
3. Identify appropriate market for opportunity
4. Understand key market and consumer characteristics
5. Create an actionable business plan
6. Be able to convey business idea to key stakeholders

### REQUIRED TEXTS AND MATERIALS:

Aulet, B (2013). Disciplined Entrepreneurship: 24 Steps to a Successful Startup. Wiley.

Osterwalder, A. & Pigneur, Y. (2010). Business Model Generation. Wiley.

### RECOMMENDED READING:

Blank, S. & Dorf, B. (2012). The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company. K&S Ranch.

### COURSE REQUIREMENTS:

The course requirements are as follows:

1. **Entrepreneur Presentation:** Students will lead a short biographical presentation/posterboard on a chosen entrepreneur/business founder. Each student will select one entrepreneur that they believe exemplifies successful applied vision and present a 5-6 minute talk on your entrepreneur (along with any necessary visual aids) for class discussion. Students will also need to submit a 1-page executive summary on their chosen entrepreneur. Each presentation must be on a different entrepreneur, so, first-come first-served!
2. **Business Canvas:** This is your ongoing project for the semester and all of the other work in the course will be based off of this project. Within the first two weeks of class, you will identify a business opportunity that could be brought to fruition based on your preliminary industry research. Throughout the semester, you will write and revise a lean business model. Students may work as individuals or up to teams of three on this project. If you choose to work in a team, *be very careful* of whom you choose as teammates; these could be your business partners for years to come!!!
3. **Mentor check-ins:** Students will be assigned to business/entrepreneur mentors who will help you refine your ideas, poke holes in your argument, and act as a sounding board for your process. The mentors' job is NOT to write your plan for you, but rather to give their opinion on FOCUSED questions that you ask them. I will submit a guideline for how to ask questions and seek feedback in an appropriate manner that is effective and efficient for yourself and your mentors. *Each* student is required to keep an electronic journal of his or her mentor conversations and submit a copy of the journal each week.
4. **Get out there interviews and presentations:** Each week your student team will interview 10 potential customers in order to gain market feedback on your plan (beginning the second week of class). You will write a summary of your findings and submit this along with your revised business canvas every week. Each class will have a designated portion where selected student teams will present what they have learned from their interviews for class discussion and refinement.

5. **Building Your Dream From the Ground Up event:** Mark your calendars for 11/21 (all-day). This is your chance to show your fantastic idea to the world and compete for prizes. You will spend the day showcasing and refining your business pitch culminating in a competition for the best business plan. *Cash prizes will be awarded to the winners.*
  
6. **Class attendance:** Class attendance is mandatory for this course. Every week you will be presenting and responding to feedback on your projects and it is critical that you are here to participate in this process. Unexcused class absences will result in the lowering of your course grade by 50 pts (for every class missed).

**GRADING:**

The final course grade will be determined as follows:

Entrepreneur Presentation -----	50 pts
Mentor check-in journal (10 check-ins) -----	200 pts
Mentor check-in final journal with summary-----	50 pts
Get Out There Summaries -----	250 pts
Business Canvas + revisions -----	200 pts
Building Your Dream Presentation and debrief report-----	250 pts
 TOTAL -----	 1000 pts

**Thoughts on This Course:**

This course is highly adaptive and interactive. It is much more challenging than you might think. It is also a lot of fun if you do your part. You will be asked to think about topics and interact in ways that might be somewhat uncomfortable at first (e.g. “show and tell” exercises) but are based on what we know creates successful businesses. To succeed in this course will require a great deal of interaction and input from you, the student. Do not expect to come to class and be “lectured to” because a course of this nature does not lend itself well to that approach. In fact, most of this course will take place outside of our meeting times.

The life of an entrepreneur is one that takes a lot of work and energy to succeed. This course is the same. Every single one of you can have the next great idea that will see you to your wildest dreams. This will not just be handed to you though. You will be required to work a great deal outside of the classroom with your potential customers and mentors as well. **Do not make the mistake of thinking that this course is a passive experience. You will not succeed in here if you merely “sit back and watch” and if that is your plan then you should seriously consider taking another course. In addition, this course will take a large amount of work in and out of the classroom (figure an average of 10-12 hours/week), especially in the second half of the course when we are working on your business plan presentations. Plan accordingly!!**

The readings for this course are considered “table stakes.” It is expected that you have done the reading, understand it, and are ready to apply the knowledge. I will not be spending class time reiterating what is already in the book. HOWEVER, I will GLADLY spend class time explaining and clarifying anything you read that you do not understand and would like a more thorough discussion on. I expect you to bring these points to my attention during the class session, or I will assume that you do understand the reading assignment for the session.

This course will present material that integrates many disciplines. As such, we will be discussing a variety of topics from a variety of approaches. We will have work and reading that will, at times, seem like sensory overload. However, *it is very important that you stay current on the reading and the activities in order to get the most out of this course.* I believe that one of the best ways to develop knowledge is to be immersed in the topic and look for the connections among the chaos. This course will be run like a survey course with many topics and approaches around the central theme being addressed. While at times it may seem like the topics are coming at you fast and furious, I have found one of the best things to do is to read the material, listen to the discussion, talk to your mentors, participate in all activities, and then take a step back and let your mind seek the unifying themes. To this end, I will do my part in sharing what I believe these themes are, as well as allowing you the opportunity to reflect on, lead discussions, and work with these themes in an applied setting. Hopefully, by the time this course is over you will know some things that you didn’t know before and gained some experience that you did not have. Who knows, this course may be the springboard to the creation of your dream! Good luck and enjoy the ride!!

### **WRITING STANDARDS:**

Effective managers, leaders, and teachers are also effective communicators. Written communication is an important element of the total communication process. Moravian College recognizes and expects exemplary writing to be the norm for course work. To this end, all papers, individual and group, must demonstrate high-quality level writing and comply with the format requirements of the Publication Manual of the American Psychological Association, 5<sup>th</sup> Edition. Careful attention should be given to spelling, punctuation, source citations, references, and the presentation of tables and figures. It is expected that all course work will be presented on time and error free. Work submitted online should follow standard procedures for formatting and citations.

### **POLICY ON ACADEMIC HONESTY AND PLAGIARISM:**

Academic integrity is central to the learning and teaching process. Students are expected to conduct themselves in a manner that will contribute to the maintenance of academic integrity by making all reasonable efforts to prevent the occurrence of academic dishonesty. Academic dishonesty includes, but is not limited to, obtaining or giving aid on an examination, having unauthorized prior knowledge of an examination, doing work for another student, and plagiarism of all types.

Plagiarism is the intentional or unintentional presentation of another person’s idea or product as one’s own. Plagiarism includes, but is not limited to, the following: copying

verbatim all or part of another's written work; using phrases, charts, figures, illustrations, or mathematical or scientific solutions without citing the source; paraphrasing ideas, conclusions, or research without citing the source; and using all or part of a literary plot, poem, film, musical score, or other artistic product without attributing the work to its creator. Students can avoid unintentional plagiarism by following carefully accepted scholarly practices. Notes taken for papers and research projects should accurately record sources to material to be cited, quoted, paraphrased, or summarized, and papers should acknowledge these sources. The penalties for plagiarism include a grade of "F" on the work in question, a grade of "F" in the course. All acts of suspected plagiarism will also be reported to the College. Students are encouraged to review the student handbook (pgs. 51 – 56) for further clarification on academic honesty.

**Students with Disabilities:**

Students who wish to request accommodations in this class for a disability should contact Elaine Mara, Assistant Director of Academic & Disability Support, located on the first floor of Monocacy Hall (extension 1401). Accommodations cannot be provided until authorization is received from the Academic & Disability Support office.

**COURSE ASSIGNMENTS AND SCHEDULE\*:**

<b>Date</b>	<b>Topic</b>	<b>Reading Due</b>	<b>Assignment Due</b>
08/31/15	Entrepreneurial Ventures		
09/07/15	Business Canvas overview	Osterwalder: Canvas	Entrepreneur Presentations
09/14/15	Who is Your Customer?	Aulet: 1-5 & 9 Osterwalder: Patterns	Get out there feedback; Mentor journal Business Canvas rev. 1
09/21/15	What Can You Do For Your Customer?	Aulet: 6-8, 10, 11 Osterwalder: Design	Get out there feedback; Mentor journal Business Canvas rev. 2
09/28/15	How does your customer shop?	Aulet: 12, 13, 18 Osterwalder: Strategy	Get out there feedback; Mentor journal Business Canvas rev. 3
10/05/15	How do you make money off your product?	Aulet: 15,16,17,19 Osterwalder: Process	Get out there feedback; Mentor journal Business Canvas rev. 4
10/12/15	<i>Fall Break</i>		
10/19/15	How do you design and build-out?	Aulet: 20-23	Get out there feedback; Mentor journal Business Canvas rev. 5
10/26/15	How do you scale your business?	Aulet: 14, 24	Get out there feedback; Mentor journal Business Canvas rev. 6
11/02/15	Special topics and practice	TBA	Get out there feedback; Mentor journal Business Canvas rev. 7
11/09/15	Special topics and practice	TBA	Get out there feedback; Mentor journal Business Canvas rev. 8
11/16/15	Special topics and practice	TBA	Get out there feedback; Mentor journal Business Canvas rev. 9
11/21/15	<i>Building Your Dream From the Ground Up!!!!</i>		
11/23/15	Debrief		Mentor Journal
11/30/15	Regroup		Mentor Journal -- final with summary
12/07/15	Plans for the future		Final Business Canvas (with all revisions)

**\*Note: The schedule, topics and assignments outlined above are subject to change throughout the semester.**