

ENT 350: Introduction to Entrepreneurship

Fall 2020

Section 003

Tuesday/Thursday 9:50 – 11:05am

SMC-G4 and Online

Instructor:

Ashley Y. Roccapriore

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Office:

534 Stokely Management
Center

Zoom Office Hours:

Tuesday & Thursday
9am-9:40am or by
appointment

Course information

Credit Hours: 3

Prerequisites:

None.

Please refer to the online catalog and check with your academic adviser to ensure that you have met all requirements for enrollment in ENT 350.

Registration

Restriction(s):

Minimum student level – junior.

Credit Restrictions:

Students may not receive credit for both ENT 350 and EF 357.

Catalog Description:

This course is an introduction to entrepreneurship with an emphasis on identifying, evaluating and developing new venture opportunities. Topics include opportunity identification and evaluation, customer discovery, feasibility analysis, financing the venture, and building a compelling story.

Course Materials and Textbook:

Textbook: Entrepreneurship, Successfully Launching New Ventures, 5th ed. Barringer, Bruce R. and R. Duane Ireland, Pearson, © 2016 (ISBN10: 0-13-379719-8)
eBook version: Automatically included in Canvas.

Case Studies: We will have multiple case discussions over the semester. Some of these cases must be purchased from the Harvard Business School Case Library and can be found here: <https://hbsp.harvard.edu/import/686467>

Course Objectives:

1. Students should figure out “is entrepreneurship for me?” We will try to help you answer this question by active and vicarious learning. Through reading, personal interaction with entrepreneurs, and personal experience, students will understand the challenges and rewards of being an entrepreneur and be able to evaluate if this path is compatible with their long term goals and personal strengths.
2. Seeing things others miss and then being willing to act are the essence of entrepreneurial behavior. Students will explore ways to identify and evaluate opportunities. They will become familiar with the concepts and research behind the feasibility analysis and the steps needed to move forward in implementing an entrepreneurial endeavor.
3. The “Value Proposition” succinctly defines the business model and the need for the business. Students will learn to define and implement an effective business model, build on strong ethical and legal foundations, and determine strategies for the firm’s growth.
4. Entrepreneurs are heavily involved in the financial arena. This area will be examined in with respect to understanding the cost of the startup, cash flow breakeven and exit strategy

Class Participation:

Given the COVID-19 Pandemic, class structures will be dynamic and adaptive. That being said, students are expected to attend all online lectures and their designated in-person sessions as instructed. Participation in class is mandatory. Students are expected to be actively involved, participate in class sessions, and work with their teammates regularly. Any material not covered in class will be provided to students and it is the responsibility of the students to learn this content and ask questions when they do not understand.

All students will be expected to abide by the University’s policies to decrease the spread of the virus, including wearing a mask and maintaining social distance (at least 6 feet) from others when on campus. If you are feeling ill or are uncomfortable attending your in-person sessions, please let me know as soon as possible so we can make accommodations.

Academic Honesty:

All students taking this course have agreed to the Honor Statement and Standards of Conduct set forth in Hilltopics and the disciplinary procedures set forth thereafter. In particular, students acknowledge that they have read and understand the University’s policy on Academic Honesty.

The University of Tennessee 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 vigorously pursued to the fullest extent of university policy. Violations include, but are not limited to: plagiarism, cheating, unauthorized collaboration, falsification, and multiple submissions. The penalty for violations of academic honesty is an “F” in this course and may result in suspension from the university.

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Disability Statement:

Any student who feels they may need an accommodation based on the impact of a disability should contact Student Disability Services in Dunford Hall, at 865-974-6087, or by video relay at, 865-622-6566, to coordinate reasonable academic accommodations.

Course Communication:

University and federal regulations mandate that some issues can only be communicated through your UT email address. It is the student's responsibility to check their UT email frequently. Both email and Canvas should be checked at least daily; all schedule changes will be sent through these communications.

Copyright:

Sharing any of this material without the written permission of the instructor is a violation of copyright law, and is therefore also a violation of the University's policy on acceptable use of information technology resources (UT policy number ITo110). That policy states that students will not commit copyright infringement, "including file sharing of video, audio, or data without permission from the copyright owner" and that file sharing is a violation of the university's student code of conduct. I will report all such violations to the Office of Student Conduct and Community Standards.

Assignments:

All Written Assignments are to be uploaded in CANVAS in .PDF or .DOC unless specified otherwise. Assignments should be typed, double-spaced, using 1" margins and 12 font size. Grading criteria include content and proper grammar, sentence structure, spelling, punctuation, etc. **No late assignments will be accepted.**

Team Assignments: The majority of your grade in the class will be made up of your performance on a team project. Most of your career after graduation will consist of working on a team (whether that be in a new venture or corporation), so this is an opportunity to find your strengths and learn how to overcome obstacles. The team project will be broken up into parts to make it more manageable throughout the semester.

- **Formation:** Teams are formed through a survey process that balances a number of factors including schedule, gender, academic major and others. You will be made aware of your team by the second week of the semester.
 - **NOTE:** Students may "fire" a team member if extreme circumstances warrant it. Please discuss this option with the instructor if you feel it is necessary. Each student is expected to be an active member of his/her group.
- **Participation:** A peer evaluation will be conducted toward the end of the semester. Students will have the opportunity to weight their contribution with the contribution of their teammates for the team based projects.
- **Presentations:** Students will make several presentations. These presentations must be done on the day assigned and cannot be made up. Team based presentations require presence of every member, even if every team member is not presenting. Some of these presentations may be online through Zoom.

Grading Policy:

All grades will be posted on Blackboard. It is the student's responsibility to earn their grade in the course and to know where they stand by checking Canvas. Final grades will not be rounded. Grading in this course will follow the grading scale based on the percentages below:

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
Percent	93.4 to 100	90.0 to 93.3	86.7 to 89.9	83.4 to 86.6	80.0 to 83.3	76.7 to 79.9	73.4 to 76.6	70.0 to 73.3	66.7 to 69.9	63.4 to 66.6	60.0 to 63.3	Below 60.0
	Weight	Points	Responsibility	Assigned	Due Date							
Participation	10%	100	Individual	Various	Various							
Quizzes	10%	100	Individual	Various	Various							
BUGS List	5%	50	Individual	8/20	8/28							
Elevator Pitch	5%	50	Individual	9/17	10/1							
Shark Tank Analysis	5%	50	Individual	9/29	10/9							
Team Participation	15%	150	Individual	Various	Various							
Business Thesis	5%	50	Team	9/1	9/18							
Customer Discovery	5%	50	Team	9/17	10/16							
Feasibility Analysis	10%	100	Team	10/13	11/13							
Business Model Analysis	10%	100	Team	10/15	11/20							
Final Presentations	20%	200	Team	10/27	11/20							
Totals	100%	1000 pts										