

ENT 350: Introduction to Entrepreneurship

Spring 2023

Section 005

Monday/Wednesday: 4:05 - 5:20pm

HBB 125

Instructor:

Professor Ashley Y. Roccapiore

E-mail:

ashley@utk.edu

Office:

440 Stokely Management Center

Office Hours:

Monday class time 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 – 20 credit hours.

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:

- **Online Content:** Extensive online content has been prepared for this class in lieu of textbooks and in-class lecturing. In addition, there may be assigned cases to read in preparation for class discussions. Consumption of this content is required and supported by short quizzes embedded throughout video clips to reinforce the knowledge of each module.
- **Entrepreneurial Mindset Profile:** This is an assessment included in inclusive access. You will be provided a link on the day of class to complete the assessment in class.
- **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.
- **The Founder Case Discussion:** The movie, The Founder will be used as a case study. The movie is available for rent on most streaming services.

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. Students will identify an opportunity of their choosing and complete a customer discovery exercise to validate the value proposition of their idea.
5. 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

Attendance:

Attendance will be recorded at the time of taking; late arrivals may be counted absent. Please email me in advance if you have extenuating circumstances that may preclude you from attending class. The student is responsible for checking their attendance status each week. Students wishing to dispute their absence must notify the instructor by email within 1 week of the recorded absence and be prepared with proof of their attendance.

- **Mondays:** With the exception of the first and two last class meetings, and unless otherwise notified, Monday classes will be sessions dedicated to open discussion, advisory, mentoring, and additional assignment support. Attendance will be recorded, but will NOT count against your grade.
- **Wednesdays:** Wednesday classes will be dedicated to applying entrepreneurial concepts through in class activities, guest speakers, and case discussions as assigned. Attendance is mandatory and will be recorded each class and count towards your grade. Students with a UTK documented excuse (e.g., SDS, Dean of Students, Athletics, etc.) will not have their attendance grade penalized for missing class. Absences must be accompanied by an Absence Notification form obtained at the Dean of Students website: <https://dos.utk.edu/absence-notifications/>, by special accommodations from Student Disability Services: <https://sds.utk.edu/>, by official notification from the Department of Athletics or arrangements made in advance with the Instructor.

ENT 350: Introduction to Entrepreneurship

Spring 2023

Section 005

Monday/Wednesday: 4:05 - 5:20pm

HBB 125

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 IT0110). 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.

Class Participation:

Class structure will resemble that of the daily entrepreneurial lifestyle: dynamic and adaptive. That being said, students are expected to attend all lectures 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.

Assignments:

- **Written Assignments:** 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.
 - **Due Dates:** Assignments are due on Monday at 11:59pm (minus your first set of Week 1 Quizzes) to give students the ability to take advantage of weekends and in-class support on Mondays. Significant care has been taken to schedule assignment due dates to give plenty of time to complete the assignment. For this reason, last minute personal emergencies will not be considered as legitimate excuses for failing to turn in written assignments by the posted due date.
 - **Late Assignments:** Late assignments will be deducted one letter grade per day late, with the first letter grade deducted starting 12:00am the morning after the due date. Late assignments will not be graded for feedback, only a final grade will be assigned. Assignments later than 5 days will receive a grade of 0 unless prior arrangements have been made with the instructor.
 - **Extra Credit:** There will be multiple extra credit opportunities offered throughout the semester. These typically involve participation in events (e.g., Anderson Center Pitch Competition, a personal Entrepreneurial Mindset Profile feedback session) or through additional assignments.
- **Team Assignments:** Most of your career after graduation will consist of working on a team (whether that be in a new venture or corporation), so in-class opportunities to find your strengths and learn how to overcome obstacles, can be extremely helpful. Therefore, students, at their own discretion, may form project teams for the Opportunity Assessment, Customer Discovery Assignment, and Business Model Canvas.
 - **Formation:** Teams are made up of 2 to 4 people. You will be allowed to choose your own team, however, if you would like to be part of a team but do not want to choose, I can form them for you. You will be made aware of your team by the second week of the semester.
 - **NOTE:** Teams will be formalized by contract and cannot be revoked. Once formed, all team members receive the same grade for the assignments mentioned above.
 - **Participation:** A peer evaluation will be conducted for every team assignment. This will factor into your grade for every team assignment, to prevent social loafing!
 - **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.

Grading Policy:

Grading in this course will follow a + / - grading scale based on the percentages below. All grades will be posted on Canvas. 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.

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

ENT 350: Introduction to Entrepreneurship

Spring 2023

Section 005

Monday/Wednesday: 4:05 - 5:20pm

HBB 125

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.

Grading Structure: (dates subject to change - see Canvas for updates)

	Weight	Points	Responsibility	Assigned	Due Date
Class Attendance & Participation	15%	150	Individual	Various	Various
Quizzes	10%	100	Individual	Various	Various
Entrepreneurial Mindset Profile	5%	50	Individual	2/1	2/6
Elevator Pitch	5%	50	Individual	4/12	4/24
Business Model Assignment 1: Ideation	10%	100	Team	2/15	2/27
Business Model Assignment 2: Opportunity & Market Assessment	10%	100	Team	2/22	3/20
Business Model Assignment 3: Customer Discovery	15%	150	Team	3/1	4/3
Business Model Assignment 4: Financial Projections	15%	150	Team	3/29	4/17
Business Model Canvas (Including Presentation)	15%	150	Team	2/8	5/1
Totals	100%	1000			

A schedule with all topics, assignments, and due dates can be found on Canvas.