

ENFB 3140: Essentials of Entrepreneurship

Fall 2023

Section 002

Tuesday/Thursday: 12:30 pm - 1:45 pm

Lowder Hall 14

Professor:

Dr. Ashley Yerves
Roccapiore

(You can call me Dr. R or Professor R - I know how hard my last name can be to pronounce!)

E-mail:

ashleyr@auburn.edu

Office:

Lowder 435

Office Hours:

Tuesday and Thursday,
12-12:25 pm 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 ENFB 3140.

Registration

Restriction(s):

Minimum undergraduate level of junior with a Minimum grade of D for either: ECON 2030, ECON 2033, or ECON 2037

Credit Restrictions:

Students may not receive credit for both ENFB 3140 and ENFB 4140.

Catalog Description:

The application of basic business principles to the entrepreneurial environment.

Course Objectives:

In this class, students will:

1. Gain an understanding of various potential challenges (product/service creation, development, marketing, financing, etc.) in entrepreneurial initiatives.
2. Develop critical thinking skills that are necessary for success in managing entrepreneurial ventures.
3. Recognize the benefits and limitations of various financing sources for startups.

Course Materials and Textbook:

- **Textbook:** The textbook (listed below) is required for this course. The book includes a companion website, that provides optional quizzes, and flash cards that make learning concepts and vocabulary much easier. The ebook will be offered at a discounted rate (about \$75) via Auburn's All Access program.
Book: Neck, Heidi M., et al. Entrepreneurship: The Practice and the Mindset. 2nd ed., SAGE Publications, Inc., 2020.
Companion website: <https://edge.sagepub.com/neckentrepreneurship2e>
- **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.
- **Supplemental Materials:** Some supplemental materials (videos, readings, podcasts, etc.) will be provided in class or via the Canvas course site. Students are also encouraged to read entrepreneurship publications (e.g., Entrepreneur, Inc., FastCompany) to keep up with current trends.

Expectations:

I am a firm believer that establishing expectations early and often help reduce uncertainty and establish boundaries for engaging with others professionally. As such, there are expectations for both you and me as we progress through the semester.

- **What you can expect of me:**
 - Treat you with respect and like the adult you are by:
 - Be clear with expectations
 - Understanding of multiple demands on your time
 - Be available for help and to listen to you concerns
 - Be adaptable and willing to work with you on what you want to get out of the class
 - Communicate!
- **What I expect of you:**
 - Treat me with respect and approach this class like a job/business by:
 - Attending class
 - Paying attention to content (e.g., not on your phone or having conversations)
 - Getting projects in by deadlines
 - Put in the effort!
 - Be kind to your teammates
 - Not submitting work late - ask for extensions!
 - Communicate!

Grading Policy:

Grading in this course will follow the Auburn University 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	B	C	D	F
Percent	90.0 to 100	80.0 to 89.9	70.0 to 79.9	60.0 to 69.9	Below 60.0
Points	900 to 1,000	800 to 899	700 to 799	600 to 699	Below 600

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Disability Statement:

Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to make an individual appointment with me during the first week of classes – or as soon as possible if accommodations are needed immediately. If you have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1228 Haley Center, 844-2096 (V/TT).

Course Communication:

Students are responsible for checking class emails and Canvas. You should be checking both sources regularly for important announcements and other class updates. Generally, I will strive to respond to all student emails within 24 hours. However, I may be less responsive outside of business hours and on weekends. Tips for messaging professors can be found [here](#).

Copyright:

Sharing any of this material without the written permission of the professor is a violation of copyright law, and is therefore also a violation of the University's policy on acceptable use of information technology resources. 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.

Attendance:

A large portion of your grade will come from class participation therefore, consistent attendance and participation in class activities is strongly encouraged. Attendance will be recorded at the time of taking; late arrivals may be counted absent.

- **Tuesdays - Lecture Days:** Tuesday class days are lecture days where you will be learning new topics and engaging with class material in a traditional lecture style. Attendance is mandatory and will be recorded each class and count towards your grade. Participation consists of asking questions on lecture material.
- **Thursdays - Workshop Days:** Thursday 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. Participation consists of engaging in workshops.

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 professor by email within 1 week of the recorded absence and be prepared with proof of their attendance. Students with a documented (and accepted) excuse will not have their attendance grade penalized.

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 and workshops as instructed. Participation in class is mandatory, and should follow the expectations laid out previously. 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:

All assignments will need 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.

- **Due Dates:** Assignments are due on Friday at 11:59pm to give students the ability to take advantage of lecture and workshop days. 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:** No late assignments will be accepted. That said, I encourage all students to complete their work on Google Suite or Microsoft Online applications, as the version history feature will allow me to accept the last saved version prior to the due-date. However, the student must notify me of the use of this option before the Tuesday class session following the assignment due date (i.e., no later than 96 hours after the due date). Anything after that will not be accepted and will receive a grade of 0 unless prior arrangements have been made with the professor.
- **Extra Credit:** There will be multiple extra credit opportunities offered throughout the semester. These typically involve participation in events, surveys, or 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 will help you learn how to overcome obstacles. Therefore, students, at their own discretion, may form project teams for the four Business Model assignments.
 - **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.*
 - **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.

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Academic Honesty:

All portions of the Auburn University Student Academic Honesty code (Title XII) found in the Student Policy eHandbook at http://www.auburn.edu/student_info/student_policies/ will apply to this class.

Classroom Behavior:

The Auburn University Classroom Behavior Policy is strictly followed in the course; please refer to the Student Policy eHandbook at http://www.auburn.edu/student_info/student_policies/ for details of this policy.

Contingency Plans:

If normal class is disrupted due to a crisis or emergency, the syllabus and other course plans and assignments may be modified. If this occurs, messaging will be sent out to all students and additional information will be posted to the course website.

Grading Structure:

	Weight	Points	Responsibility
Class Attendance & Participation	20%	200	Individual
Personal Interests & Strengths Assignment	15%	150	Individual
Elevator Pitch	15%	150	Individual
Business Model Assignment 1: Ideation & Value Proposition	5%	50	Team or Individual
Business Model Assignment 2: Opportunity, Market Assessment, & Competitive Analysis	10%	100	Team or Individual
Business Model Assignment 3: Customer Discovery	10%	100	Team or Individual
Business Model Assignment 4: Financial Projections	10%	100	Team or Individual
Comprehensive Business Model Canvas (Including Presentation)	15%	150	Team or Individual
Totals	100%	1000	

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