

**San José State University**  
**School of Global Innovation & Leadership**  
**Bus 181 Introduction to Entrepreneurship, Fall 2018**

**Course and Contact Information**

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<b>Office Hours:</b>	MW 1:45-2:30 and by appointment
<b>Class Days/Time:</b>	Section 1: 48020 MW 3:00pm – 4:15pm
<b>Classroom:</b>	BBC 220
<b>Prerequisites:</b>	Instructor consent

**Course Format**

**Faculty Web Page and MYSJSU Messaging**

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on our class website through CANVAS. You are responsible for regularly checking with the messaging system through [MySJSU](http://my.sjsu.edu) at <http://my.sjsu.edu> to learn of any updates.

**Course Description**

This course introduces the process of launching new ventures. It will offer an insight into the characteristics of entrepreneurs, the approaches they use to create, identify and evaluate opportunities for new ventures, and the skills that are needed to start and manage new ventures and develop a preliminary business plan.

**Course Goals**

This course aims to develop students' entrepreneurial awareness, skills and qualities.

**BSBA Goals:**

**Goal One:** Business Knowledge

Understand basic business principles and demonstrate discipline-specific competencies as applied to local and global environments.

**Goal Two: Communication**

Communicate ideas clearly, logically, and persuasively in oral and written format, using technology appropriately.

**Goal Three: Ethical Awareness**

Recognize, analyze, and articulate solutions to ethical issues that arise in business.

**Goal Four: Leadership, Teams and Diversity**

Comprehend the challenges and opportunities of leading and working in diverse teams and environments.

**Goal Five: Critical Thinking**

Comprehend, analyze, and critically evaluate complex and unstructured qualitative and quantitative business problems, using appropriate tools and technology.

**Goal Six: Innovation**

Recognize, analyze, and articulate strategies for promoting creativity and innovation.

Upon successful completion of this course, students will be able to:

1. analyze the feasibility of an idea to start up a new venture
2. turn dreams into reality-know the role they should take in the entrepreneurial process

**Course Learning Outcomes (CLO)**

This course will be taught through lectures, as well as case study discussions, class exercises and a team project. Industry practitioners may be invited to give guest lectures. Videos will be shown to supplement case studies, time permitting. Students are expected to learn from cases, and be able to combine theoretical knowledge with practice. Team project is an essential part of the learning process and students are required to present their preliminary business plan to the class. Students are expected to engage actively in class discussions.

Upon successful completion of this course, students will be able to:

1. explain entrepreneurship and discuss its importance for the economy and society
2. explain the entrepreneurial process
3. analyze the feasibility of an idea to start up a new venture
4. understand the significance of business plan
5. turn dreams into reality-know the role they should take in the entrepreneurial

## Required Texts/Readings

### Textbook

**Bruce R. Barringer and R. Duane Ireland (B&I) *Entrepreneurship: Successfully Launching New Ventures*. 5th edition, Pearson Prentice Hall, 2015.**

### Other Recommended Readings

- Eric Ries, *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. 2011.
- Guy Kawasaki. *The Art of the Start* Portfolio Books, 2004.
- Randall Stross, *The Launch Pad: Inside Y Combinator, Silicon Valley's Most Exclusive School for Startups*. 2012.
- Randy Komisar. *The Monk and the Riddle-the education of a Silicon Valley entrepreneur*. Harvard Business School Press, 2000, 2001
- Jim Collins *Good to Great* HarperBusiness, 2001.
- AnnaLee Saxenian *Regional advantage: culture and competition in Silicon Valley and Route 128*. Harvard University Press, 1994.
- Newspapers like the *Financial Times*, *Wall Street Journal*, magazines such as *Business Week*, periodicals such as *Harvard Business Review* and the Internet.

Further readings may be provided for specific lectures.

### Library Liaison

The librarian liaison for this course is Diana Wu. Her contact email: Diana.Wu@sjsu.edu

## Course Requirements and Assignments

### a. Pair project - Shadowing an Entrepreneur (10%)

The purpose of this field research project (approximately 1500 words, 4-5 pages) is to provide students with an opportunity to see a real entrepreneur at work and gain an insight into the nature of entrepreneurial activities. It should build on the concepts developed in this course, and include critical issues you've learned in other business courses. Generally, the identification of issues regarding the entrepreneur and his/her venture, linked to the key concepts discussed in class and in the readings, as well as the quality and thoroughness of the field research will dictate the grading. Each group (two students per group) is required to give a short presentation of their project. Further details will be provided in class.

### b. Individual assignment - Self-evaluation paper (2%)

This exercise is designed to help you understand whether you want to become an entrepreneur. You are required to write a paper (600-800 words) describing what you have learned about yourself as a potential entrepreneur, based on the questions listed on the on-line self-assessment websites.

- Entrepreneurial self-assessment <http://www.bdc.ca/EN/articles-tools/entrepreneur-toolkit/business-assessments/Pages/self-assessment-test-your-entrepreneurial-potential.aspx>

### c. Team Project

Each student will participate in the **Innovation Challenge** team project. The grade for these projects will be based upon the execution of the assignment and the delivery of the material. The purpose of this project is to

provide you with an opportunity to develop your creative ability, research and critical thinking skills, as well as your communication and persuasion skills.

- Teams of students will create an original, workable business idea, which will be presented to the class. The presentation and submissions must demonstrate the value of the proposed idea and its basic market and economic feasibility. Please note that students are not required to develop a full business plan.
- A formal team will be composed of four students.
- Teams will be stronger if they have diversity in interests and experience.

The project will include:

- *Concept Statement* (1 page write-up), which describes your idea, its uniqueness and benefits, and discusses your team's competence in executing the idea. More detailed instructions will be available.
- *Target Market/Industry Analysis* (3-4 pages write-up), which identifies the target group(s) that will enjoy the benefits of your new idea, how large the target market is, how competitive the market is, and whether anyone will be prepared to pay for the benefits. More detailed instructions will be available.
- *Implementation Feasibility report* (4-5 pages write-up), which outlines the feasibility of implementing your idea. Detailed instruction will be given during the class.
- *Executive Summary* (1 page write-up), focusing on the uniqueness, value and feasibility of your new business idea, including the most important market and organizational research. **FINAL PROJECT DUE ON December 3rd.** A copy of your Executive Summary must be included in your final submission folder (or binder).

- *Team presentation*

Each team must present its project in class in order to get credit for the project.

- *Team evaluation by peers.* Your team project is not complete until you evaluate the performance of each team member. Use the Team Evaluation Form on the web to assess both the quality and quantity of your own and your team members' performance on the project. This process determines the percentage of the final grade each member deserves. Students receiving a low grade on their peer evaluation will not benefit from the work of their team mates. For example, if a team receives a 95 on the project, a team member receiving a low peer evaluation grade will have his/her project grade lowered accordingly. In such a case, team members receiving good peer evaluation grades would earn a 95, but a team member receiving a low peer evaluation, for example, might receive a 65 or even a zero. Thus, there is an incentive to work together as a team. We will discuss in class the criteria used to evaluate each member to lessen the likelihood of low grades based on personal dislike, revenge, etc.

In each Fall semester, the team is required to participate in the **Silicon Valley Innovation Challenge**. For details, please see: <http://www.sjsu.edu/svic/>

#### **d. Class Participation and preparation:**

Students are expected to come to class prepared and actively participate in the class exercises and case study discussions and makes meaningful comments on both the readings and the experiences in the classroom. Quality class participation is a significant part of the class's learning process. It includes asking good and thought-provoking questions, coming up with learning points from our class exercises, and sharing what you

have learned from your work experience so that we can build on it in class. Doing the assigned reading prepares you to make good contributions. Another aspect of participation is how well you help your learning group accomplish the tasks and exercises assigned both during and outside class. Thus, you should look upon your class contribution grade as something to be earned via consistent, daily contribution to the class discussion and to your learning group. Class participation and preparation will be assessed by pop quizzes, in-class writing assignments, homework as well as your contribution to class conversations and discussion groups.

Contributing to class is impossible if you are not there. If you are forced to miss a class due to illness, you are responsible for obtaining the material covered on that day. However, it is impossible to make up that session's portion of your overall class participation, thus reducing your final grade.

**e. Classroom etiquette:** Please come to class on time and do not leave without the instructor's permission. Only one person has the floor at a time. Please do not speak to your neighbor while the professor or another student is addressing the class. Side conversations will be penalized. Please turn off all cell phones, don't surf the Internet during class. Computers may not be used in the classroom for any reason other than looking at the course Powerpoint slides. If you have a question or want to make a contribution to the class discussion, please raise your hand.

### **Mid-term and Final Examination or Evaluation**

Exams are designed to 1) assess the acquisition of organization and management concepts, theories and applications and 2) provide motivation to master these concepts, theories and applications. Exams will be in class, closed book and will consist of objective and short questions. Both lectures and assigned reading materials are fair game for exams. The final exam will be comprehensive, covering material from the textbook. **NO MAKE UP EXAMS WILL BE GIVEN.** If you cannot attend the exams listed in the calendar, you should reconsider your enrollment in this course.

### **Grading Information**

Your grade will be determined by the following:

<b>Task</b>	<b>% of Course Grade</b>
First Mid Term Exam	20%
Second Mid Term Exam	18%
Final Exam	20%
Entrepreneur Shadow project	10%
Team Project	20%

<b>Task</b>	<b>% of Course Grade</b>
Class preparation & participation. Including: Self-evaluation paper (2%) Pop quizzes & Class participation & In-class exercises (10%)	12%
<b>Total</b>	<b>100%</b>

## Determination of Grades

### Grading Percentage Breakdown

<b>Percentage</b>	<b>Grade</b>
94% and above	A
93% - 90%	A-
89% - 87%	B+
86% - 84%	B
83% - 80%	B-
79% - 77%	C+
76% - 73%	C
72% - 70%	C-
69% - 67%	D+
66% - 63%	D
62% - 60%	D-
<b>below 60%</b>	<b>F</b>

“Passage of the Writing Skills Test (WST) or ENGL/LLD 100A with a C or better (C- not accepted), and completion of Core General Education are prerequisite to all SJSU Studies courses. Completion of, or co-registration in, 100W is strongly recommended. A minimum aggregate GPA of 2.0 in GE Areas R, S, & V shall be required of all students.”

### **Extra credit options, if available:**

Up to 5 bonus points may be awarded at the instructor’s discretion for attending and participating in special entrepreneurship-related events that are open to all students in the class. Special events include the Eminent Speaker series organized by the Silicon Valley Center for Entrepreneurship. Students attending these talks by eminent entrepreneurs and industry leaders must sign the registration sheet and turn in a full page memo

(single-spaced) afterwards on your main learning points from the talk. You will also gain extra points by writing a full-page (single-spaced) memo on any recommended books such as *The Monk and the Riddle* (by Komisar).

**Penalty (if any) for late or missed work:**

Assignments must be handed in on time **at the start of the class in which it is due** to receive credit. **No late assignments for group projects will be accepted.** Late assignments for individual homework can be accepted with the penalty of 20% every day after its due day. Failure to take an exam or turn in a project will result in a grade of zero.

**Academic Dishonesty:** Please note that plagiarism is a form of cheating, which consists of taking the ideas, writing, etc. from another and passing them off as one's own (Webster's New World dictionary). **Any form of academic dishonesty (including plagiarism) will result in a course grade of F for ALL parties involved.**

**Classroom Protocol**

Lucas College and Graduate School of Business: Program Goals and Class room policy  
<http://www.sjsu.edu/cob/Students/policies/index.html>

**University Policies**

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>"

**Lucas College and Graduate School of Business:**

**Mission:** We are the institution of opportunity in Silicon Valley, educating future leaders through experiential learning and character development in a global business community and by conducting research that contributes to business theory, practice and education.

## Bus181 / Introduction to Entrepreneurship, Fall2018, Course Schedule

List the agenda for the semester including when and where the final exam will be held. Indicate the schedule is subject to change with fair notice and how the notice will be made available.

### Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	8/22	<u>Introduction &amp; syllabus review</u> Preparation: Show up!
2	8/27	<u>Entrepreneurship and society</u> Preparation: read B&I Ch. 1
2	8/29	<u>Team building class exercise</u> Preparation: must show up to build your team <b>HW due: Self-evaluation paper</b>
3	9/3	Labor Day - campus closed
3	9/5	<u>Opportunity recognition</u> Preparation: read B&I Ch. 2 <b>HW due: submit your team information for the project at the end of the class, including team member's name, major, contact.</b>
4	9/10	<u>Feasibility analysis</u> Preparation: read B&I Ch. 3
4	9/12	<u>Library session. MLK 213</u> (Librarian: Christa Bailey) <b>HW due: Idea Concept Statement (one submission per team)</b>
5	9/17	<u>Writing an effective business plan</u> Preparation: read B&I Ch. 4 <i>Professor return your idea concept statement to teams with brief feedback</i>
5	9/19	<u>Industry and competitor analysis</u> Preparation: read B&I Ch. 5
6	9/24	Study day
6	9/26	<b>Midterm exam-1</b>
7	10/1	<u>Developing an effective business model</u> Preparation: read B&I Ch. 6

Week	Date	Topics, Readings, Assignments, Deadlines
		<b>HW due: identify an entrepreneur for the Shadow project</b>
7	10/3	<u>Ethical foundation and legal organizational forms of new ventures</u> Preparation: read B&I Ch. 7
8	10/8	<u>Video case and discussion</u> Exercise sheet will be distributed in class.
8	10/10	<u>Video case and discussion</u> <b>HW due: video case exercise sheet (individual submission)</b>
9	10/15	<u>Financial essentials</u> <b>HW due: Target Market/Industry Analysis Report (group submission)</b> Preparation: read B&I Ch. 8
9	10/17	<b>Entrepreneur Guest speaker: Praful Krishna, CEO, Coseer</b>
10	10/22	Study day
10	10/24	<b>Midterm exam-2</b>
11	10/29	<u>Review of Midterm 2 and in class consultation</u> <u>Build a new venture team</u> Preparation: read B&I Ch.9
11	10/31	<u>Get financing</u> Preparation: read B&I Ch.10
12	11/5	<u>Presentation of your shadow project</u> <b>HW due: Entrepreneur Shadow Project</b>
12	11/7	<u>Intellectual Property</u> Preparation: read B&I Ch.12
13	11/12	Veteran's Day (Campus closed)
13	11/14	Professor away for conference. Students work on their team projects.
14	11/19	<u>New venture growth strategies</u> Preparation: read B&I Ch.11& 14
14	11/21	Happy Thanksgiving Holiday!

<b>Week</b>	<b>Date</b>	<b>Topics, Readings, Assignments, Deadlines</b>
15	11/26	<u>Team presentations</u>
15	11/28	<u>No class. Attend Silicon Valley Innovation Challenge.</u>
16	12/3	<u>Team presentations</u> <b>HW due: Implementation feasibility report &amp; One-page Executive Summary &amp; Project peer evaluation form</b>
16	12/5	<u>Team presentations</u>
17	12/10	<u>Course wrap-up</u>
<b>Final Exam</b>	<b>12/14</b>	<b>Friday, December 14. 12:15pm-13:30pm</b>