



COURSE SYLLABUS
Fall 2017

ENT 2000 – INTRODUCTION TO ENTREPRENEURSHIP – CRN 80849

Monday/Wednesday/Friday 8:30 – 9:20am

Lutgert 2202

3.0 credit hours

General Education Course Designations:

CRIT - Critical Thinking Competency

GESO - Social Science

Instructor: Mr. Reid Lennertz, MBA, MA; Instructor; Director of FGCU Career Development Services

Phone: (239) 590-7960

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Office Location: Career Development Services, First Floor, Cohen Center, #168

Office hours: Mondays and Wednesdays, 3-4pm

To make an appointment outside office hours, please call the Career Center reception desk at 239-590-7946.

I am on campus most days during the week.

A. COURSE DESCRIPTION

Includes individual components of entrepreneurship and its implications for society. Special emphasis is placed on decision-making and problem solving in society through an understanding of opportunity recognition, economic/financial models, value creation, and basic entrepreneur-related concepts.

B. KEY TOPICS COVERED IN THIS COURSE

The class will **focus** on the following topics: 1) The foundations of entrepreneurship; 2) Opportunity; 3) Entrepreneurial cognition

The class will **introduce** the following topics: 4) Business models; 5) Lean thinking and design; 6) Risk management and mitigation; 7) Financial management; 8) Organizational creation

C. TEXTBOOK AND READINGS *and other required materials*

Required: Effectual Entrepreneurship 2nd Edition. ISBN: 1138923788

Required: All in Startup – Launching a New Idea when Everything is on the Line. ISBN: 1118857666.

The Kindle version is available online through Amazon. You can read the book on the free Kindle Cloud Reader (web browser) or on the Kindle app for mobile devices.

Required: Three 100-answer Scantron forms (available at the Customer Service desk in the FGCU Bookstore). These are REQUIRED in order to take the class exams. You will also need a #2 pencil.

Required: Nameplates will be distributed during the first week. You must bring your nameplate to each class. Materials for taking notes - laptop computers and tablets may ONLY be used during the lecture portion of class. (The instructor reserves the right to change this policy for individuals or the entire class.) **Otherwise, the use of electronic devices are not allowed during class, and the instructor reserves the right to enforce the policy accordingly.**

CANVAS: Homework assignments and PowerPoint presentations will be posted to CANVAS. Students will be expected to check Canvas regularly for class updates and communication.

D. CLASS OVERVIEW

Entrepreneurship is an essential human behavior that underpins societal progress. Individual economic activity dominates day-to-day behavior in all but a few western societies and cultures today. Most of the world's population depends on an entrepreneurial livelihood. Without an understanding of the role of the entrepreneur in economic formation and the conception of markets, a basic historical understanding of societal development is limited. Therefore, this course covers the many facets of entrepreneurship and its implications for careers, business, and society. It is designed to introduce the entrepreneurial mindset to students pursuing all University majors.

This course qualifies as a General Education course in the Social Sciences subject area. The study of entrepreneurship draws from and contributes to theories rooted in sociology, psychology, anthropology, and economics. The entrepreneurial process is, as its very core, a social phenomenon. People identify opportunities and act on them to create value for others. Furthermore, the creation of new organizations (a common behavior of entrepreneurs) is the creation of social structure, bringing together people to achieve a common goal. The formation of new ventures is taught in this class as an evidence-based methodology to problem identification, analysis, and decision-making. Accordingly, the assignments are designed to develop and assess critical thinking skills.

For each credit of a course, you should expect to spend one hour in class and an average of 2 hours preparing outside of class each week. Therefore, as a 3-credit course, you should plan to devote an average of six hours a week to this course *outside of class*.

E. GRADING, ASSIGNMENTS AND COURSE REQUIREMENTS

The grade in this course will be comprised of the following elements:

ELEMENT	WEIGHT (Number of points)
Test #1 and Test #2	50 points each
Test #3	75 points
Individual Homework	200 points
Quizzes/In-class work	75 points
Attendance	50 points
Total	500 points

*See Attendance Policy (F)

1. Verification of Attendance Assignment – Syllabus Quiz

All faculty members are required to confirm student attendance for each course. Therefore, ALL students in this course are REQUIRED to complete a syllabus quiz in Canvas by the end of the first week of classes. Failure to complete this quiz will result in a deduction of points from your final grade, and will result in a delay in the disbursement of financial aid.

2. Exams – 35%

There will be three in-class multiple choice and T/F exams.

It is critical that you attend class on exam dates, which are listed in the course schedule. Make-up exams will NOT normally be given. The only exception will be a documented SERIOUS emergency, such as a serious illness of the student or close family member. In relevant cases, documentation from a physician will be required. Make-up exams will NOT be given because the date conflicts with the student's travel plans or work schedules. Make-up exams will be given and graded at the instructor's convenience. Students caught cheating on an exam will be dismissed from the course, receive an F grade, and will be reported to the Dean of Students for violating the Student Code of Conduct.

3. Individual Homework Assignments – 40%

Assignments will be posted in Canvas

4. Quizzes/In-class work – 15%

5. Attendance – 10%

See Attendance Policy below

NOTE: Last day to drop without academic penalty is Friday Nov. 3rd, 2017.

GRADING SCALE:

Grade	Percentage	Points
A	93-100%	465 - 500
A-	90-92.9%	450 - 464
B+	87-89.9%	435 - 449
B	83-86.9%	415 - 434
B-	80-82.9%	400 - 414
C+	77-79.9%	385 - 399
C	70-76.9%	350 - 384
D	60-69%	300 - 349
F	Below 60%	Less than 300

ASSIGNMENT COMPLETION DEADLINES

All work is due on the date in the course schedule. If you are not present in class, your assignment must be submitted in Canvas by midnight of the due date. Late assignments may be accepted for partial credit. You are responsible for knowing the deadlines as posted on the schedule.

F. ATTENDANCE POLICY:

Attending class means being prepared for class each day, providing thoughtful discussion points, and keeping the room distraction free from technology. On-time arrival is expected. Being late three times to class will be the equivalent of missing one full day.

1st, 2nd, 3rd class missed = 5 point deduction per absence

4th, 5th, 6th class missed = 10 point deduction per absence

7th class missed or more = Lose all 50 attendance points

- Attendance will be monitored for each class period using sign-in attendance sheets, which will be distributed at the beginning and end of each class. Students are responsible for ensuring they sign the class attendance sheet when it is circulated. Students that do not sign in are recorded as being absent. In order to receive credit for attending a class, a student must be present for the entire class period.
- When you miss a class, it is your responsibility to obtain any information that was covered in class from other class members.
- Homework assignments must be submitted on the due date.

The following explains the FGCU Class Attendance Policy for Authorized and Excused absences:

AUTHORIZED ABSENCE: An authorized absence is an absence due to participation in a sponsored activity that has been approved in advance by the program director and appropriate student affairs officer, or for a religious holiday. Such an absence permits the student to make up the missed work when practical or to be given special allowance so that he/she is not penalized for the absence.

EXCUSED ABSENCE: An excused absence is an absence due to other causes such as illness, family emergency, or death in the family. A student seeking an excused absence should obtain documentation such as a physician's statement, accident report, or obituary and contact all instructors or the Office of the Dean of Student Affairs.

Sign-In Policy

- Any student caught signing in for another student will be charged with a violation of the Student Code of Conduct and reported to the Dean of Students Office.

Tardiness/Leave Early Policy

- It is important to be prompt and prepared to begin class on time and stay for the entire class. The instructor reserves the right to deduct points for chronic tardiness and/or early departure. Please notify the instructor if you have to leave early, and depart the class without causing disruption.

G: INSTRUCTOR BIO/TEACHING PHILOSOPHY

Reid Lennertz has been the Director of FGCU Career Development Services since 2002. Before joining FGCU, Reid served as the Recreation Director for The Ritz-Carlton, Naples. He successfully transformed the Recreation Department from a financial liability into the first profitable recreation center in The Ritz-Carlton chain, setting the benchmark for Ritz-Carlton recreation operations worldwide. He was also selected from a worldwide pool of the hotel company's top managers to be a member of the Opening Team for The Ritz-Carlton hotels in South Korea, St. Thomas, and Cancun, Mexico

Reid has a B.S. Degree from Westfield State University, as well as an MBA and M.A in Educational Leadership, both from Florida Gulf Coast University. He is an Adjunct Instructor in the Lutgert College of Business, and was nominated for the FGCU Adjunct Teaching Excellence Award in 2015. Originally from the Boston area, he has lived in Naples since 1990.

The class will be taught using a combination of classroom lecture and discussion, class activities, guest speakers, homework assignments, and textbook readings. Student must complete reading assignments prior to the class period. Do not expect the instructor to teach you the contents. Class periods will be used to further explore and analyze the topics, and bring the material to life. Not all text content is covered in class.

H. LEARNING OUTCOMES & ASSESSMENT

Entrepreneurship Program

The Entrepreneurship Program fosters a culture of innovation and creativity from every department and discipline at Florida Gulf Coast University. The Institute for Entrepreneurship provides a highly applied and student-centered interdisciplinary degree, which instills in our students an entrepreneurial mindset. Our entrepreneurship graduates will become community leaders by creating value for others, either in existing businesses or by developing new companies.

Student Learning Outcomes:

The Institute for Entrepreneurship creates an environment that enables students to develop the entrepreneurial knowledge and mindset, both individually and collaboratively, to: (1) recognize, comprehend and apply the entrepreneurial process from across the disciplines; (2) enthusiastically and credibly communicate ideas, individually and in teams; and (3) analyze select and implement an integrated business model to solve real-world problems.

Learning Goal	Entrepreneurship Program: Learning Outcomes	Course Learning Objectives (measured)	Assessment Method
Entrepreneurial Content/Discipline Knowledge and Skills Recognize, comprehend and apply the entrepreneurial process	1. Understand and apply entrepreneurial theory using lean startup principles 2. Recognize and evaluate opportunities 3. Propose viable solutions to opportunities 4. Lead the development of new ventures	<ul style="list-style-type: none"> Identify the social and economic impact of entrepreneurs to society Identify opportunities to create value for others and record them in a journal. Differentiate between formal and informal institutions and explain how each affect entrepreneurs Explain the importance of customer segmentation to creating a value proposition 	A B B B
Communication Skills Enthusiastically and credibly communicate ideas individually and in teams	5. Apply oral communication skills with a range of stakeholders. 6. Write clearly and concisely using proper entrepreneurship terminology 7. Demonstrate effective networking capabilities 8. Prepare evidence-based written and oral reports 9. Work effectively in diverse interdisciplinary teams	<ul style="list-style-type: none"> Write a full report of an entrepreneur's experience in business Identify the principles of effectuation and describe their importance	B A,B
Critical Thinking Skills Analyze, select and implement an integrated business model to solve real-world problems.	10. Analyze evidence for decision-making 11. Select and implement appropriate technologies 12. Evaluate ethical issues when making decisions 13. Develop an integrated model 14. Gather and apply financial data for projections and decision-making.	<ul style="list-style-type: none"> Create a business model canvas that ties to one specific opportunity Classify financial data about a company according to its respective financial statement	B A,C

Assessment Method Legend: A) Exams; B) Individual homework; C) In-class assignment

I. ACADEMIC BEHAVIOR STANDARDS AND ACADEMIC DISHONESTY

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found under the “Student Code of Conduct” and “Policies and Procedures” sections in the Student Guidebook. All students are expected to study this document, which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>.

J. UNIVERSITY NONDISCRIMINATION STATEMENT

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC’s phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

K. DISABILITY ACCOMMODATIONS SERVICES

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

L. STUDENT OBSERVANCE OF RELIGIOUS HOLIDAYS

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

M. COURSE SCHEDULE

COURSE CALENDAR SUBJECT TO CHANGE WITH NOTICE

REVISED 9/16/2017

Class Meeting	Date	Class Activity	<u>Effectual Entrepreneurship</u> Text Reading Due	<u>All in Startup</u> Reading Due	Homework Due
THE FOUNDATIONS OF ENTREPRENEURSHIP/WHAT WE KNOW ABOUT ENTREPRENEURS					
1	Monday 8/21/17	Introduction to course			
2	Wednesday 8/23/17	Concept: Roadmaps, myths, and the Bahamas	CH. 1		Syllabus Quiz
3	Friday 8/25/17	Concept: Roadmaps, myths, and the Bahamas		Ch. 1-5	
4	Monday 8/28/17	Concept: Good ideas are everywhere	Ch. 2		
5	Wednesday 8/30/17	Concept: Good ideas are everywhere		Ch. 6-10	#1
6	Friday 9/1/17	Concept: Most ventures require little startup capital	Ch. 3		
	Monday 9/4/17	NO CLASS			
7	Wednesday 9/6/17	Concept: Most ventures require little startup capital		Ch. 11-15	
NO CLASS	Friday 9/8/17				
NO CLASS	Monday 9/11/2017				

NO CLASS	Wednesday 9/13/17				
NO CLASS	Friday 9/15/17				
NO CLASS	Monday 9/18/17				
8	Wednesday 9/20/17	Concept: Prediction, risk, and uncertainty	Ch. 4		
9	Friday 9/22/17	Concept: Prediction, risk, and uncertainty			
10	Monday 9/25/17	Concept: Opportunities are created as well as discovered	Ch. 5		
11	Wednesday 9/27/17	Concept: Opportunities are created as well as discovered			
12	Friday 9/29/17	Concept: Managing uncertainty through control	Review		#2
13	Monday 10/2/17	Exam #1 – Text Chapters 1-5, AIS 1-17, Business PP 1 & 2			
14	Wednesday 10/4/17		Ch. 6		
15	Friday 10/6/17	Concept: The effectual logic of expert entrepreneurs		Ch. 18 - 26	
16	Monday 10/9/17	Concept: The effectual logic of expert entrepreneurs	Ch. 7		#3
17	Wednesday 10/11/17	Concept: The effectual logic of expert entrepreneurs			
18	Friday 10/13/17		Ch. 8	Ch. 35-39	

19	Monday 10/16/17	Concept: the bird-in-hand principle	Ch. 9		
20	Wednesday 10/18/17	Concept: Transforming means into something valuable		Ch. 27-34	
21	Friday 10/20/17	Concept: The affordable loss principle	TBD		#4
22	Monday 10/23/17	Concept: The affordable loss principle	Review		
23	Wednesday 10/25/17	Exam #2 – Text Chapters 6-9, AIS 18-34, Business PP #3			
24	Friday 10/27/17	TBD			
25	Monday 10/30/17	Concept: The crazy quilt principle	Ch. 10		
26	Wednesday 11/1/17	Concept: The crazy quilt principle			
27	Friday 11/3/17	TBD	Ch. 11		Ch. 36 - 44
28	Monday 11/6/17	Concept: the lemonade surprise			
29	Wednesday 11/8/17	Concept; the effectuation process	Ch. 12		
	Friday 11/10/17	NO CLASS – VETERANS DAY			
30	Monday 11/13/17	Concept: Ownership, equity, and control	Ch. 13		
31	Wednesday 11/15/17	Concept: Business plans and business models	Ch. 14		

32	Friday 11/17/17	Concept: The venture grows up			
33	Monday 11/20/17	Concept: Brand as venture identity	Ch. 15		#5
	Wednesday 11/22/17	NO CLASS			
	Friday 11/24/17	NO CLASS			
34	Monday 11/27/17		Ch. 16		
35	Wednesday 11/29/17		Ch. 17		
36	Friday 12/1/17		Ch. 18		
37	Monday 12/4/17		Ch. 19		
38	Wednesday 12/6/17		Ch. 20		#6 and #7
39	Friday 12/8/17	Class presentations			
40	Monday 11/11/17	Class presentations			
41	Wednesday 12/13/17	Class presentations			
42	Friday 12/15/17	Class presentations			#8
		FINAL EXAM Text Chapters 10-23, Business PP #4, information from guest speakers			