JINAN UNIVERSITY

Introduction to Entrepreneurship

Note: A syllabus is a living document. The instructor reserves the right to change or update this syllabus as needed.

Lecturer: Carlos Alsua
Time: Monday through Friday (6/29/2015-7/31/2015)
Teaching hours: 50 hours
Location: Management School
Office: Management School 518
Office Hours: By Appointment
E-mail: gtickellatjinan@gmail.com

Course Description
The purpose of this course is to examine the entrepreneurial process. Participants will learn about the role that innovation and entrepreneurial businesses impact local, regional, national and global economies. Students will evaluate the skills and commitment necessary to successfully develop an idea and carry it until it becomes an entrepreneurial venture. Additionally they will review the challenges and rewards of entrepreneurship as a career choice as well as entrance strategies to accomplish such a choice, the intense lifestyle commitment, and the skills necessary for entrepreneurial success.

Required Text
Entrepreneurship: Successfully Launching New Ventures, 5/E
Bruce R. Barringer R. Duane Ireland
Course Hours
The course has 25 sessions in total. Each class session is 120 minutes in length. The course meets from Monday to Friday.

Goals and suggestions for success for the course:
At the end of this course, you should be able to gain a perspective on basic aspects entrepreneurship and innovation, ideation, and developing a successful business model. Please come prepared to class every session we meet and to be ready and willing to participate. Your success in the course will depend on your willingness to prepare and complete the assignments, and to take responsibility for your own performance.

We will examine innovation and entrepreneurship under a global umbrella. Our global interdependence teaches us to look for opportunities ANYWHERE. Our personal lives and the lives of the organizations around us depend on issues at the international level, and the trend will likely continue. The importance and understanding of the global environment, rather than a just a local perspective will receive an added emphasis in this course.

Student performance evaluation measures

a) Case studies, in class Individual Quizzes and in-class assignments. Readings might be evaluated periodically (randomly) though a quiz for the assigned chapter and other class assignments. Sorry, there is no makeup for missed quizzes. 15%

b) Exams: Total of 5 exams 55%

c) Development of global project: Completion and Reporting of a Final Group Project. 20%

d) Participation and group and class contribution. An active participation in class and in your group is an essential requirement for this course. Those of you who are most engaged may be rewarded to up to 10%.

TOTAL 100%

Extra credit
There is normally no opportunity for extra credit. If any opportunity may come available, we will let students know.

Late assignments
No late assignments or make up exams are accepted.

Modifications
This syllabus is subject to change. You are responsible to be aware of any changes that will be notified in class.

Grading Scale
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<th>Grade</th>
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<tr>
<td>A</td>
<td>92.51% or above</td>
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<td>A-</td>
<td>90% to 92.5%</td>
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<td>60% to 69.9%</td>
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<td>F</td>
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Course Schedule

**Week 1: Decision to become an Entrepreneur**

**Chapter 1** The foundations of entrepreneurship

**Chapter 2** Inside the Entrepreneurial mind, from ideas to reality

**Chapter 3** Designing a competitive business model

Innovation workshop: Development of a business idea

**Week 2: Moving from an idea to an entrepreneurial firm**

**Chapter 4** Crafting a winning business plan

**Chapter 5** Forms of Business Ownership

**Chapter 6** Franchising and the entrepreneur

**Chapter 7** Buying an existing Business

**Week 3: Moving from an idea to an entrepreneurial firm (cont)**

**Chapter 8** Building a powerful marketing plan

**Chapter 9** E-commerce and the entrepreneur

**Chapter 10** Pricing strategies
Chapter 11 Creating a successful financial plan

Innovation workshop: How to develop a Unique Value Proposition

Week 4: Managing and growing an entrepreneurial firm

Chapter 12 Managing cash flow

Chapter 13 Sources of financial debt and equity

Chapter 14 Choosing the right location and layout

Chapter 15 Global aspects of entrepreneurship

Week 5: The launch

Chapter 16 Building a new venture and team planning for next generation

Final presentations and final exam

Academic Honesty

Jinan University defines academic misconduct as any act by a student that misrepresents the students’ own academic work or compromises the academic work of another. Scholastic misconduct includes (but is not limited to) cheating on assignments or examinations; plagiarizing (i.e. misrepresenting as one’s own work any work done by another); submitting the same paper or substantially similar papers to meet the requirements of more than one course without the approval and consent of the instructors concerned; or sabotaging another’s work. Within these general definitions, however, instructors determine what constitutes academic misconduct in the courses they teach. Students found guilty of academic misconduct in any portion of the academic work will face penalties ranging from lowering of their course grade to awarding a grade of F for the entire course.