



## **ENT 480 - Entrepreneurship and the New Economy** **(3 credits, 45 contact hours) COURSE**

### **DESCRIPTION**

The focus is the study of the entrepreneur and the entrepreneurial start-up process. Areas of concentration include the search for new venture opportunities, evaluation of the viability and attractiveness of the new venture; determining the resources required and the sources of those resources and the development of a business plan appropriate for presentation to funding sources.

### **LEARNING OUTCOMES**

Upon successful completion of this course students will be able to demonstrate the following:

- ⌚ Identify the role of the entrepreneur in a market economy
- ⌚ Through a written report and presentation, demonstrate understanding of various components of entrepreneurial activity in practice
- ⌚ Apply economic reasoning as it relates to policies impacting entrepreneurship.
- ⌚ Explain the impact of various institutions on entrepreneurial activity in the short run and long run.
- ⌚ Evaluate various public policies for their effect on entrepreneurial activity

Three particular assignments will be evaluated to measure how successfully students accomplish these learning outcomes. Among other assignments, students will complete one oral presentation, one written assignment, and one project with multiple elements. The first two assignments involve identifying and describing three policy elements within the readings that have been said to encourage or discourage entrepreneurial activity. To do well on these assignments, students will have to comprehend the channels by which various government and institutional arrangements affect entrepreneurship and innovation and communicate these effectively in both oral and written presentations. The final assignment is a project that requires students to apply these lessons by creating an innovation and presenting it to the class on the final regular day of class.

### **REQUIRED TEXTBOOK/READINGS**

Harper, David A. last edition. *Foundations of Entrepreneurship and Economic Development*. London: Routledge. ISBN-13: 978-0415459204.

### **CLASSROOM PROTOCOL**

On time attendance is required and your grade depends on verbal and written analysis of the primary and supplemental readings. The suggested readings may require several rereads. Plan your schedule accordingly. This course combines the theoretical understanding of readings with real skills in debate.

Understanding the readings is important, but not sufficient. The additional goal of this class is to apply and communicate ideas to effectively to others.

## **GENERAL EXPECTATIONS, RIGHTS AND RESPONSIBILITIES OF THE STUDENT**

- ⌚ Classes may feature group discourse. Please maintain proper decorum: no interruptions, disruptive talking, offensive language, and/or other improper conduct.
- ⌚ No beeping please. Turn off cell phones, pagers, and other electronic devices. Laptop computers and audio recorders are okay. Headphones are not. Please do not browse the web, TM, IM, or otherwise communicate to the outside world during class. Your use of a laptop in this course gives me permission to randomly call on you to answer a question from your seat or from the front of the class.
- ⌚ If you must leave early, please do so from the back of the class with as little disruption as possible.

## **TOPICS TO BE COVERED**

- ⌚ INTRODUCTION
- ⌚ THE THEORY OF ENTREPRENEURIAL DISCOVERY
- ⌚ THE THEORY OF ENTREPRENEURIAL DISCOVERY (CONT.)
- ⌚ THE THEORY OF ENTREPRENEURIAL DISCOVERY (CONT.)
- ⌚ THE PSYCHOLOGICAL DETERMINANTS OF ENTREPRENEURIAL ALERTNESS
- ⌚ REVIEW
- ⌚ EXAM 1
- ⌚ INSTITUTIONS
- ⌚ INSTITUTIONS (CONT)
- ⌚ INSTITUTIONS I: RULE OF LAW, PROPERTY, AND CONTRACT
- ⌚ THE ENTREPRENEURIAL EXPERIENCE #1
- ⌚ INSTITUTIONS II: MONEY, POLITICAL, & LEGAL
- ⌚ THE ENTREPRENEURIAL EXPERIENCE #2
- ⌚ CULTURE AND ALERTNESS
- ⌚ THE ENTREPRENEURIAL EXPERIENCE #3: THE NEW ECONOMY
- ⌚ THE MARKET PROCESS APPROACH TO PUBLIC POLICY I
- ⌚ THE ENTREPRENEURIAL EXPERIENCE #4
- ⌚ THE MARKET PROCESS APPROACH TO PUBLIC POLICY II
- ⌚ THE ENTREPRENEURIAL EXPERIENCE #5
- ⌚ EMPIRICAL TESTING AND CONCEPTUAL DEVELOPMENT
- ⌚ EMPIRICAL TESTING AND CONCEPTUAL DEVELOPMENT
- ⌚ REVIEW
- ⌚ EXAM 2
- ⌚ FINAL EXAM - INNOVATION PRESENTATIONS

## ASSIGNMENTS AND GRADING POLICY

Your numerical grade will be based on the following categories and weights:

- ⌚ Class presentation 10%
- ⌚ Written Analysis 10%
- ⌚ Quizzes and participation 10%
- ⌚ Exam I 20%
- ⌚ Exam II 20%
- ⌚ Final Exam 20%
- ⌚ Class Project\* 10%

Exams and quizzes may consist of multiple choice, short answer, graphical, and essay questions. Quizzes will be at the beginning of each new reading and will cover material in the readings assigned for that day.

The Final Exam will be comprehensive. The analysis assignments will consist of a 3-4 page analysis of a reading that includes a summary of the critical points, emphasis on the three most important ideas, and an analysis of the implication of these ideas for entrepreneurship.

\* The Class Project will be graded based on a preliminary business plan, the final business plan, and the quality of the final presentation which will be no longer than 10 minutes and the overall quality of the project.

### Grading Scale

A	95%-100%
A-	90%-94%
B+	87%-89%
B	83%-86%
B-	80%-82%
C+	77%-79%
C	73%-76%
C-	70%-72%
D+	67%-69%
D	63%-66%
D-	60%-62%
F	under 60

### ACADEMIC INTEGRITY

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified