

LINCOLN UNIVERSITY
BA 255 – Entrepreneurial Management
Spring 2015 Course Syllabus

Lecture Schedule: Wednesday, 12:30 – 3:15 PM
Credit: 3 units (45 hours of lectures)
Instructor: Prof. Ken Germann, MBA, JD
Office Hours: Wednesday, 11:45 – 12:15 and TBA
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Textbook: **Essentials of Entrepreneurship and Small Business.**
7th Edition, by Norman Scarborough, 2013.
ISBN: 12-078-0132666794

CATALOG DESCRIPTION

Exploring the management as a new and total enterprise. Concentration on the impact of innovative personality and its approach to decision-making. The primary focus of this course is to study the behavior involved in forming a new business, including venture capital, purchasing a business, recognizing and evaluating opportunities, networking, selling, etc. This course consists of case studies, discussing in-class exercises, readings and an outside project. (3 units)

COURSE OBJECTIVES

- Students will understand the characteristics and motivation of an entrepreneur,
- Students will be able to translate ideas into a business,
- Students will be able to develop a business plan, and
- Students will be able to execute that plan.

PROCEDURES AND METHODOLOGY

Lecture method is used in combination with application assignments. The emphasis will be on learning by doing. Every student must participate in an intensive preparation and classroom activity.

COURSE EXPECTATIONS

Every student must complete and submit a plan for setting up a business operations in the market place of their choice. Final project will be presented the final day of class. Students will have regular writing assignments and will be expected to improve. Students are expected to attend all classes. There will be a make-up assignment for any missed classes.

EXAMS AND GROUP PROJECT

Both midterm and final exams are take home and case studies, where the student uses their learnings to solve actual problems. The group project will be undertake a larger problem and develop solutions to them. Teams will be required to do an oral presentation on the final class. Even though students will be doing the same assignments, they will be graded based on expected quality and quantity differences.

GRADING

Class Participation		100 points
Mid-term exam		100 points
Final exam		100 points
Course Project - Written		100 points
	Oral	<u>100 points</u>
Total		500 points

470-500	A	365-384	C
450-469	A-	350-364	C-
435-449	B+	300-349	D
415-434	B	299 & below	F
400-414	B-		
385-399	C+		

COURSE SCHEDULE

Class	Topic	Chapters
1	Motivation and Ethics	Ch. 1, 2
2	Entrepreneurial mind	Ch. 3, 4
3	Market assessment	Ch. 5, 6
4	Strategic planning /legal	Ch. 7, 8
5	Creating financial plan	Ch. 9, 10
6	Review/take home final Ch. 1-10	
7	Managing cash flow	Ch. 11
8	Developing business plan	Ch. 12
9	Venture capital	Ch. 13
10	Debt financing	Ch. 14
11	Structuring the deal	Ch. 15
12	Building an organization	Ch. 16
13	Opportunities	Ch. 17
14	Exit strategies/ CH 18/review and take home final	Ch. 11-18
15	Final project due/oral presentations of project	

INSTRUCTOR BIO

My first career was in operations for manufacturers. I worked as an expeditor, quality control inspector, junior chemist, front line supervisor and plant manager. I was lucky enough to be a poverty attorney during the “War on Poverty”. My third career was as a producer, director, script writer and actor for a murder mystery company. For the past thirty years I have had a consulting firm, specializing in management and marketing problems.

Like many students, I pursued four degree programs while working full time. My passion is teaching. I have over thirty years of teaching graduate and undergraduate business classes. My other interests are family and travel. I have had an opportunity to work and travel to 181 countries.

Syllabus Revised: January 30th, 2015