

LINCOLN UNIVERSITY
BA 330 – Entrepreneurship
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

The course is designed to provide an educational vehicle for understanding entrepreneurial thinking and practice. It gives an introduction to the process of turning ideas into a successful start-up enterprise. Special emphasis on innovations derived from research and technology development. Students will be exposed to what entrepreneurs take in a start-up context and how to integrate execution can be successfully utilized in a variety of career and work contexts. There will be a special effort to define key areas which an entrepreneur should be aware of and to provide a framework of toolkit resources relevant to start-up execution. Students draft a business plan related to a business of own interest, using available tools, techniques and experiences. (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.

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