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
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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 takes 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 100 points
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 expediter, 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