



LINCOLN UNIVERSITY

Entrepreneurial Management (BA 255)

COURSE SYLLABUS

Fall, 2017 – Thursday (3:30pm – 6:15 pm)

Instructor: Dr. Arthur Ashurov, # 407;

Office Hours: Thursdays from 11:30am to 12:30pm by arrangement

Phone: (510) 628-8010

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Credit: 3 Units = 45 Lecture Hours

Required Textbook:

Essentials of Entrepreneurship and Small Business Management, 7th Edition, 2014;
Norman M. Scarborough; Pearson; ISBN 10: 0-13-266679-0;
ISBN 13: 978-0-13-266679-4

Course 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 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 and an outside project. *Prerequisite: BA 110*

Last Revision: August 14th, 2017

Course Objectives:

1. To understand the concept of entrepreneurship and start-up ventures.
2. To gain knowledge of planning and organizing the venture
3. To understand the types of business ownership for small and large enterprises, organizational structures and management function.
4. To discuss the fundamentals of managing the new and small business enterprises.
- 5.

Instructional Methods:

The course will be conducted in the form of lectures and interactive discussions on the present small business entrepreneurial thinking and management practice. Case studies will be provided.



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Learning Outcomes:

	Course Learning Outcome	Assessment Activity
1	Understand the dynamics relating to establishing, leading and growing entrepreneurial company, strategic management, marketing, advertising and promotion, human resources management, succession and risk management in start-up business.	Participation in the in-class discussions; video case studies; quizzes; midterm/final exams
2	Understand forms of business ownership, franchising, and buying an existing business.	Participation in the in-class discussions; video case studies; quizzes; midterm/final exams
3	Demonstrate an ability to conduct a feasibility analysis, craft a solid business/financial plan for start-ups.	Participation in the in-class discussions; video case studies; quizzes; midterm/final exams
4	Understand how to choose the best location, layout, and physical facilities for entrepreneurial venture.	Participation in the in-class discussions; video case studies; quizzes; midterm/final exams
5	Understand the role ethics and social responsibility play in entrepreneurship	Participation in the in-class discussions; video case studies; quizzes; midterm/final exams

Attendance:

Students are expected to attend each class section. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

Grading Policy:

Your grade will be determined as follows:

Grade Structure	Points
Team Presentation + Team Evaluation	70 + 30
Attendance	30
Participation in the Class	70
Midterm Exam	100



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Final Exam	100
Total Points	400

Grades will be earned as follows:

Points Earned	Letter Grade
360- 400; 340-359	A; A-
320-339; 300-319; 280-299	B+; B; B-
260-279; 240-259; 220-239	C+; C; C-
180-219	D
<180	F

Exams:

We will have two exams: midterm and final exam during the course of the semester. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The exams are not “open book” or “open notes”.

Students for whom English is not a first language may use a dictionary during exams.

ABSOLUTELY NO MAKEUP TESTS AND PROJECT ARE ALLOWED.

Other Comments:

- Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
- Please come **on time**. Late arrivals disturb everyone else. Attendance will be taken in **10-15 minutes** after the beginning of each class.
- Students may not read other materials (newspapers, magazines) during class.
- Students are to remain in class during the entire session with the exception of breaks. **Students are not allowed to come and go during class session.**
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- To avoid distracting noise in class, cellular phones **must** be turned off or the ringing mode silenced.
- All class participants are expected to exhibit respectful behaviors to other students and the instructor. All students have the right and privilege to learn in the class, free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd or foul language.

The instructor reserves the right to change this syllabus



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CLASS SCHEDULE

Date	Focus of Discussion	Homework Assignment
Thu: 08/24	Orientation via Syllabus. Introduction to Course Team Project Assignment. Chapter 1	Read Ch.1 Team Project Assignment
Thu: 08/31	Chapters 2, 3	Ch. 2, 3
Thu: 09/07	Chapter 4	Ch. 4 Case 1- reading and answering questions in writing
Thu: 09/14	Chapters 5, 6	Ch. 5, 6
Thu: 09/21	Chapter 7	Ch. 7 Homework – Quiz 1. Answering questions in writing
Thu: 09/28	Chapter 8 Midterm Exam Review	Ch. 8
Thu: 10/05	Midterm Exam (Chapters 1 – 8)	
Thu: 10/12	Midterm Exam Results Review. Chapters 9, 10	Ch. 9, 10
Thu: 10/19	Chapters 11, 12	Ch. 11, 12
Thu: 10/26	Chapters 13, 14	Ch. 13, 14 Case 2 – reading and answering questions in writing
Thu: 11/02	Chapters 14, 15	Ch. 14,15
Thu: 11/09	Chapters 15,16	Ch. 15,16
Thu: 11/16	Chapter 16	Ch.16
Thu: 11/30	Team Project Presentation; Final Exam Review	
Thu: 12/07	Final Exam (Chapters 9 - 16)	

NOTE: This schedule is subject to change



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Appendix 1. Program and Institutional Learning Outcomes

Institutional Learning Outcomes (ILOs)	
<i>Graduates of the BA program of Lincoln University should be able to:</i>	
1a	Develop the habits and skills necessary for processing information based on intellectual commitment, and using these skills to guide behavior.
2a	Raise important questions and problems, and formulate them clearly and precisely in oral or written communication
3a	Act with dignity and follow the principles concerning the quality of life of all people, recognizing an obligation to protect fundamental human rights and to respect the diversity of all cultures.
4a	Focus on individual and organizational benefits; communicate to co-workers and company's leadership in facilitation of collaborative environment; to be honest and transparent with regard to their work, and to be respectful of the work of others.
5a	Display sincerity and integrity in all their actions, which should be based on reason and moral principles; to inspire others by showing mental and spiritual endurance
6a	Show creativity by thinking of new and better goals, ideas, and solutions to problems; to be resourceful problem solvers.
7a	Define and explain the boundaries, divisions, styles and practices of the field, and define and properly use the principal terms in the field

Program Level Outcomes (PLOs)	
<i>Students graduating our BA program will be able to:</i>	
1	Demonstrate knowledge in the principle areas of general business and specific areas of concentration, which include: general business, management, entrepreneurship, and management information business.
2	Determine the information needed to evaluate a business problem. Apply critical thinking and reasoning skills to recognize credibility and accuracy.
3	Demonstrate the ability to communicate with others using written and oral communication tools.
4	Demonstrate the ability to use analytical skills to understand business problems and make well-informed decisions.
5	Apply and comply with ethical and legal principles and evaluate different ethical perspectives.