



LINCOLN UNIVERSITY

BA 330 – Entrepreneurship

Fall 2011, Tuesday, Thursday 6:30pm – 9:15pm

COURSE SYLLABUS

Credit: 3 units = 45 lecture hours

Instructor: Dr. Arthur Ashurov

Phone: (510) 628-8010

E-mail: ashurov@lincolnuca.edu

Course Description:

The course designed to provide an educational vehicle for understanding small business entrepreneurial thinking and practice. It gives introduction to the process of turning ideas into a successful startup enterprise. Special emphasis on innovations derived from research and technology development. Students will be exposed to what entrepreneurship takes in a startup context, and how 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 startup execution. Students draft a business plan related to a business of own interest, using all available tools, techniques and experience. (3 units)

Required Text and Materials:

Entrepreneurship in Action, 2nd Edition, Mary Coulter; Prentice Hall
ISBN 0-13-101101-4

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.

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.

Dropping the class:

If you decide not to continue in the class, please call or go to Admissions and Records and drop yourself. You do not need to involve the instructor. **Do not assume that the instructor will drop you for not attending the class.**



LINCOLN UNIVERSITY

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 |
| Exam 1 | 100 |
| 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 one midterm exam 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 PROJECTS 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.



LINCOLN UNIVERSITY

CLASS SCHEDULE

| | Focus of Discussion | Reading Assignment |
|------------|---|---|
| Tue: 8/23 | Orientation via Syllabus, Introduction to Course, Team Project Assignment. Chapter 1 | Read Ch.1 Team Project Assignment |
| Thu: 8/25 | Chapter 1,2 | Ch. 1,2 |
| Tue: 8/30 | Chapter 2 | Ch. 2 |
| Thu: 9/01 | Chapter 3 | Ch. 3 |
| Tue: 9/06 | Chapter 3,4 | Ch. 3,4 |
| Thu: 9/08 | Chapter 4 Midterm Exam Review | Ch. 4 |
| Tue: 9/13 | Midterm Exam | |
| Thu: 9/15 | Chapter 5 | Ch. 5 |
| Tue: 9/20 | Chapters 5,6 | Ch. 5,6 |
| Thu: 9/22 | Chapters 6,7 | Ch. 6,7 |
| Tue: 9/27 | Chapters 7,8 | Ch. 7,8 |
| Thu: 9/29 | Chapter 8 | Ch. 8 |
| Tue: 10/04 | Chapter 9 | Ch. 9 |
| Thu: 10/06 | Team Project Presentation; Final Exam Review | |
| Tue: 10/11 | Final Exam | |

NOTE: *This schedule is subject to change.*

Last Update: August 20th, 2011