

ENTREPRENEURSHIP - BMOM 2900

Instructor: Dr. Robert J. Lahm, Jr. (Pronounced "Lom" – rhymes with "Tom")

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Office Hours: See Below

Class information (Day/Days, Time, Building, Room): See Below

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Course Expectations / Grade Criteria: See Below

x	Internet Assignments	x	Written Homework	x	Written Papers/Cases
x	Essay Tests	x	Library Assignments	x	Oral Presentations
x	Written In-Class Assignments	x	Class Discussion	x	Attendance Policy
x	Tests	x	Papers	x	Make-Up Policy
x	Late Work				

Students with disabilities that may require assistance or accommodation, or students who have questions related to any accommodations for testing, note takers, readers, etc., please speak with the course instructor as soon as possible. Students may also contact the Office of Disabled Student Services (898-2783) with questions about such services.

Students with lottery scholarships. To retain Tennessee Education Lottery Scholarship eligibility, you must earn a cumulative TELS GPA of 2.75 after 24 attempted hours and a cumulative TELS GPA of 3.0 thereafter. A grade of C, D, F, or I in this class may negatively impact TELS eligibility. Dropping a class after 14 days may also impact eligibility. If you withdraw from this class and it results in an enrollment status of less than full-time, you may lose eligibility for your lottery scholarship. For additional lottery scholarship rules please refer to your Lottery Statement of Understanding form, review lottery scholar requirements on the Web at <http://scholarships.web.mtsu.edu/telsconteligibility.htm>, or contact the MTSU financial aid office at 898-2830.

Jennings A. Jones College of Business Mission

The Jennings A. Jones College of Business seeks to provide the intellectual foundation for our students' life-long learning and success. Drawing students extensively from the regional population with an increasing emphasis on national and international diversity, the Jones College utilizes traditional and technology-based pedagogies to create a positive teaching/learning environment.

In addition to a sustaining emphasis on quality teaching and learning through classroom research, student professional organizations, and advisory activity, the faculty of the Jones College also contributes to business, professional, and civic affairs through public service and intellectual pursuits.

The Jones College commits to quality, accessibility, and value as guiding principles.

Jones College Web Site: <http://mtsu32.mtsu.edu:11030/>

Jones College Web Directory: <http://www.businesslab.mtsu.edu/fwp/directory.htm>

Office Hours – Spring 2008

Please schedule advising, Internship or other appointments by E-mail: RLahm@mtsu.edu

Day	Time	
Monday	12:30 p.m.-4:30 p.m.	Class
Tuesday	10:15 a.m.-11:20 a.m.	Class
Wednesday	Internship and other hours by appointment as needed.	
Thursday	10:15 a.m.-11:20 a.m.	Class
Friday	(Research)	

The Internship Website is: <http://mtsu.edu/~entrint/> (especially see the “FAQ” and “Students” sections)
My faculty site, which contains course information and general announcements can be found at:
<http://mtsu.edu/~rlahm/>

Course Information – Spring 2008

Course/Section	Day/Days	Time	Building	Room
BCEN 2900-005 (10112)	M	4:30 p.m. - 7:30 p.m.	BAS	S315
BCEN 1400-006 (10079)	T-Th	11:20 a.m. - 12:45 p.m.	BAS	S324
BCEN 2900-005 (10116)	T-Th	2:40 p.m. - 4:05 p.m.	BAS	S324
BCEN 4810-001 (10226)	TBA	Independent Study	NA	NA

Course Syllabus

Brief Synopsis of Course

Three credits. ([BCEN 1400](#) recommended.) The mechanics and operational skills needed for organizing and operating an enterprise.

Text

Essentials of Entrepreneurship and Small Business Management, 5th Edition, Zimmerer & Scarborough.

Supplemental Materials

Software: *Business Plan Pro*, Palo Alto is available in the Jones College of Business Computer Lab.

Objectives and Course Requirements

Students are expected to participate in discussions and other evaluation criteria assigned by the instructor. The course objectives are:

1. analyze a depth of knowledge in specific areas as they relate to entrepreneurship—business communication, accounting, finance, information systems, management, and marketing.
2. provide analytical and conceptual experiences through evaluation of entrepreneurial cases.
3. acquire entrepreneurial skills.
4. develop a business plan.
5. learn from entrepreneurs.

The course is designed for the student who wants to:

1. become an entrepreneur.
2. work for a small company.
3. deal with smaller firms as a banker, accountant, or in some other professional capacity.
4. invest in a small company.

The course focuses on the major elements of new enterprise formation and growth, whether through startup or acquisition. The following interrelated areas are examined in-depth through lectures, cases, field trips, seminars, readings, presentations by guest speakers/entrepreneurs, video presentations, and class exercises:

1. **The characteristics and nature of the entrepreneurial personality.** Do you have what it takes to be an entrepreneur? Lectures and readings will provide an overview of this controversial subject area. Guest lectures by successful entrepreneurs will permit discussion of specific entrepreneurial challenges and opportunities.
2. **Startups and acquisitions.** A series of lectures and readings on how new ventures get started and on planning for startups will be provided. A second "getting into business" strategy involves buying an existing firm--one that is healthy or one that is not doing well(a turn-around). Lectures, cases, and readings on startups and acquisitions will be the primary sources of information for this portion of the course.
3. **Marketing.** A series of lectures on marketing products and services, business location, advertising and promotion, and pricing strategies will acquaint the student with basic marketing critical for business success. Also, international marketing will be discussed.
4. **Financing and financial management.** Lectures and readings on capital budgeting and sources of capital formation, pro forma statements and financial statements, cash flow, insurance and risk management will provide an introduction to the financial skills required for success. Seminars and/or guest speakers from the business community will be utilized to enhance lectures and readings.
5. **Business plan.** Preparation of a business plan is critical to entrepreneurial success. Work on business plans will begin early in the semester and will be a semester-long project. In the development of a business plan, students may use the software, **Business Plan Pro** that is available on 39 computers in BAS S314 computer lab (lab hours are restricted to those posted on BAS S314 door) and 25 computers in the Jones College of Business computer lab. Go to <http://businesslab.mtsu.edu> to find the PC numbers to locate the computers where Business Plan Pro software is located.
6. **Entrepreneurial challenges.** Entrepreneurs face numerous daily challenges. Opportunities will be provided for students to analyze a multitude of entrepreneurial challenges. Issues related to minority entrepreneurship will be analyzed.

Course Requirements and Content

NOTE: I utilize content from my faculty Web site, and I teach using other Internet resources. I can update a site from multiple locations. You need to be familiar with the site, as I may post resources, assignments, announcements, or other important information at <http://mtsu.edu/~rlahm> (and you are responsible for these).

Attendance:

This is a traditional class, with assignments, exercises, and interaction that creates learning experiences as a result of your presence and active participation. You and/or your family as well as other Tennessee taxpayers are making a substantial contribution toward your educational costs. Even though tuition always seems expensive, a large portion of your education is paid for by state and federal dollars and the generosity of donors. Therefore, you should attempt to meet every class. If you can't, you should drop the course and try to attend at some other time (or take an online course, etc.). You should be in class on time each day. If you make a habit of coming in late and interrupting the class you may expect repercussions, including course failure. Failure to attend regularly may be held against you up to and including course failure. Your attitude, active involvement, and professionalism will make you or break you in employment, as a future entrepreneur, and in this course—showing up and taking care of your obligations in this course are required for you to pass.

There will be work that is completed, collected, and counted, in class, and there will be **NO MAKE-UP for missed in-class work—this is because make-up work often requires the equivalent of teaching the course, again, requiring the delivery of one-on-one tutoring to repeat the background information, and the assignment. Missing a very small number of these assignments will not affect you too severely, so no phone calls, no e-mails, and no begging after the fact, please. The above policy is meant to penalize habitual offenders.**

ACTIVITIES AND EXERCISES IN CLASS

Quizzes, writing activities, exercises and in-class oral presentations. NO MAKE-UP without dire circumstances. These must be legitimate, fully documented, and probably health-related. Family problems, work problems, social problems, friends' problems, dating problems, and incarceration are not acceptable reasons for make-up work as they may often require one-on-one tutoring to repeat.

In-class exercises will cover various aspects of entrepreneurship and **will not** be announced in advance. **In-class quizzes** will cover textbook chapters previously discussed and **will not** be announced in advance. **In-class writing or other** assignments will pertain to various aspects of entrepreneurship. You should be prepared for in-class writing assignments during any class period.

Group work and oral presentations.

Guest speakers

ALL WORK Must be completed to receive credit for the course, regardless of cumulative points earned toward the completion of the course. For example, even if missing the number of points associated with an exam would not cause you to miss a very large number of points, you still must complete the exam. The lists below provide examples (and are subject to some modifications at the sole discretion of the instructor):

HOMEWORK AND OUT-OF CLASS ACTIVITIES

Homework and Outside-of Class Activities. Assignments are expected on time. NO LATE WORK without dire circumstances. These must be legitimate, fully documented, and probably health-related. Family problems, work problems, social problems, friends' problems, dating problems, and incarceration are not acceptable reasons for late work.

Field Trip

Tennessee Small Business Development Center (TSBDC) at MTSU

A field trip to TSBDC (located at the Rutherford County Chamber of Commerce) will be scheduled as soon as possible in the semester so students can become familiar with the services and resources that are available to them. Students will be encouraged to use the resources at the TSBDC. Participation in the field trip is required.

Seminar (Fall and Spring semesters only)

An Entrepreneurship Seminar will be scheduled during the semester. Time and date to be announced. The seminar is designed specifically for students and attendance is required.

Internet, Library, and Written Assignments

Assignments requiring Internet and/or library research, or the completion of other tasks will be assigned throughout the semester, and due dates will be discussed when these assignments are given. Assignments will require problem-solving skills and may involve written or oral components. Maximum points per assignment will vary.

Quizzes and/or In-Class Assignments/Exercises

Unannounced quizzes or other in-class assignments/exercises may be given at any time. Quizzes may be over lectures, the text, outside readings, assignments/exercises, guest presentations, or video presentations. **NO MAKE-UPS FOR QUIZZES OR IN-CLASS ASSIGNMENTS WILL BE GIVEN.**

Examinations

Two exams (mid-term and final) will be given. Both exams must be taken to pass the course. Examinations are normally comprised of multiple-choice, true-false, fill-in-the-blank items and/or discussion questions. Test material may be taken from information presented in the textbook, assigned readings and activities, and class lectures (discussions, etc.). Exam dates will be announced in class. Your presence or lack thereof when such announcements are made is entirely your responsibility. You are responsible for remaining aware of announcements pertaining to examination dates. The instructor reserves the right to utilize questions from the assigned readings, to test your knowledge of homework and other assignments, whether or not these questions or content pertaining to these questions are specifically addressed in class.

Examination Make-up Policy

EXAMS MUST BE TAKEN ON DATES SCHEDULED UNLESS OTHER ARRANGEMENTS TO BE EXCUSED ARE MADE, IN WRITING, WITH THE INSTRUCTOR. WHEN PERMITTED, THESE WILL ONLY BE BASED UPON EXTREME CIRCUMSTANCES SUCH AS DOCUMENTED CASES OF DEATH, HOSPITALIZATION, AUTOMOBILE ACCIDENTS OR OTHER SIMILAR UNAVOIDABLE HARDSHIP EVENTS (OR UNIVERSITY SANCTIONED EXCUSED ABSENCES). An unexcused missed exam or exams will result in course failure.

Business Plan

A written business plan for a startup venture is required. Due dates for the business plan as well as sections of the plan as it is being developed will be announced in class. Also, an oral presentation of the business plan may be required (depends on class size). I will use a guide sheet (Rubric) for grading, so you will have an idea what the standards are.

Also, failure to submit a complete business plan on the date designated will result in a **penalty, up to 100 percent of the value of the assignment.**

Classroom Behavior Expectations

"In order to create and maintain a positive and productive environment in the classroom, it is essential that each person treat other class members in a respectful manner. Therefore, disruptive behavior will not be tolerated. **Disruptive behavior includes, but is not limited to the following: intentionally antagonizing the instructor, receiving beeper or phone messages during class, leaving class early or coming to class late, talking while another individual is talking, sleeping in class, doing assignments for other classes during this class, and engaging in other activities that detract from the classroom learning experience.** Students who disrupt the class will be asked to leave for the remainder of the class period and will be required to meet with the instructor prior to returning to class. Continued disruption may result in the recommendation to the Office of Judicial Affairs and Mediation Services. **Please make sure all pagers and cellular telephones are turned off prior to class.**" (Reprinted by permission. Source: Office of Judicial Affairs and Mediation Services, Volume I, Issue II, September 2003, p. 4)

Academic Integrity

"It is expected that all work you complete for this course is your own. You are expected to include appropriate citations (when applicable) in all of your work for this course. The University policy for academic misconduct will be followed. Academic misconduct includes the following behaviors:

Plagiarism, cheating, fabrication, or facilitating any such act. For purposes of this section, the following definitions apply:

- (1) Plagiarism. The adoption or reproduction of ideas or words or statements or images or works of another person as one's own without proper acknowledgment.**
- (2) Cheating. Using or attempting to use unauthorized materials, information, or study aids in any academic exercise. The term academic exercise includes all forms of work submitted for credit or hours.**
- (3) Fabrication. Unauthorized falsification or invention of any information or citation in an academic exercise.**
- (4) Facilitation. Knowingly helping or attempting to help another to violate a provision of the institutional code of academic misconduct.**

Any student suspected of violating the academic misconduct policy will be required to meet with me to discuss the situation. Your name will also be forwarded to the Office of Judicial Affairs and Mediation Services for possible disciplinary action. If you are found responsible for committing an act of academic misconduct, you will receive a grade of "F" for the course. For more information concerning academic integrity and academic misconduct, please go to the Judicial Affairs website (www.mtsu.edu/~judaff). (Reprinted by permission. Source: Office of Judicial Affairs and Mediation Services, Volume I, Issue II, September 2003, p. 4.)

Grades

The following plus/minus grading scale will be used in reporting final grades:

90-100 = A	89-87 = B+	79-77 = C+	69-67 = D+	Below 60 = F
	86-83 = B	76-73 = C	66-63 = D	
	82-80 = B-	72-70 = C-	62-60 = D-	

The final grade for the course will be determined as follows:

50% Quizzes/Written Assignments/Seminars/Field Trips/In-Class Work/Homework

10% Mid-term

30% Business Plan 20 (and presentation 10)

10% Final

Conferences and Special Accommodations

I will be available for conferences; please schedule an appointment if you want to meet with me. Also, if you have a disability that may require assistance or accommodation, or if you have questions related to any accommodations for testing, note takers, readers, etc., please speak with me as soon as possible. Students may also contact the Office of Disabled Students Services (898-2783) with questions about such services.

Waivers and Modifications

Any exception or waiver of the above terms and conditions of this course shall not constitute a precedent or give cause for any student or the class to expect additional exceptions or waivers in the future. Further, I reserve the right to modify this syllabus and any associated aspects of this course (e.g., scheduling changes, point values, grading and assignments) based on class needs and/or circumstances as they may develop, and in order to meet instructional objectives.

Signed "STATEMENT OF UNDERSTANDING"

In order to complete this course, all students must sign and return upon demand a "STATEMENT OF UNDERSTANDING" with regard their understanding and acceptance of the terms and conditions expressed in the syllabus for this course.

BCEN 2900 ENTREPRENEURSHIP

Dr. Robert J. Lahm, Jr.

STATEMENT OF UNDERSTANDING

This is a learning contract, and I hereby acknowledge that I have read and I do understand the syllabus for BCEN 2900, Entrepreneurship. I understand fully the course requirements, attendance policy, grading policy, classroom behavior expectations, and academic integrity policy. I accept the stated terms and conditions. In particular, I understand and agree to the following terms and conditions, and I have initialed them to signify my understanding and agreement:

GRADING

- 1) Grading is based on my performance, and I am 100% responsible for that performance _____.
- 2) This course requires me to complete numerous assignments and activities, and many of these have relatively small point values, such as 2, 3, 4, or 5 points. Because many of these smaller assignments are completed in class and/or in groups, I cannot make up these assignments, and I agree that a system designed in this manner should not cause a problem for any student unless he/she misses more than a few such small assignments _____.
- 3) **Regardless of the point value** associated with course assignments, missing too many smaller assignments, (more than “a few”; a dictionary definition of a few is an “indefinite, but small number.” Many professors would define a few as a number above 3 or 4), or any major assignments (such as an exam, the business plan or my presentation, a field trip) could and probably will result in penalties and/or a failing grade for the course _____.
- 4) Power Points or other overheads used in my business plan presentation are NOT the same thing as my business plan. If I turn in overheads or some other substitute for a business plan that deviates from the expectations described during this course and outlined in the supplied Business Plan Grading Rubric, receipt of which is hereby acknowledged, it will be evaluated as if I did not turn in a plan at all, and that will result in course failure _____.
- 5) My business plan, rough draft, and presentation due dates are considered to be very important, and I understand that I must not be late, excepting a medical excuse or another serious cause documented in writing. Further, it is my responsibility to avoid computer problems (I will have multiple backups), work schedule conflicts or other issues, which I could have controlled if I had taken reasonable steps by working in advance to make sure that I am on time. Therefore, the vast majority of excuses which I might offer will be considered unacceptable – I recognize that I should start immediately, and be early rather than late when it comes to these types of assignments, in particular _____.
- 6) Any exceptions resulting in make-up work or substitute assignments will only be due to a valid medical excuse or another serious cause documented in writing. Unless I am personally incapacitated, hospitalized, or absolutely could not have made arrangements in advance due to another similar reason, I understand that I must make arrangements in advance for any special accommodations. If I fail to make arrangements in advance, when I reasonably could have done so if I had acted professionally and responsibly, I understand that any consequences such as lost points are MY OWN FAULT _____.

ATTENDANCE

- 1) As a general rule, without a valid medical excuse or another serious cause documented in writing, I understand that more than a few absences places me at risk. I will either be penalized, and I may fail the course at the instructor’s sole discretion if I miss more than a “few” classes, especially if my work is missing or less than perfect as a matter of concern on top of my absenteeism. A dictionary definition of a few is an “indefinite, but small number.” Many professors would define a few as a number above 3 or 4; however, this number of absences assumes a course that meets twice a week for about an hour and a half each meeting time during a regular semester. I understand and agree to the following explanation of a “few” for the following course configurations:

Regular Fall or Spring Semester, meets three times a week, for a total of about three hours (about an hour per session): If I missed 6 class meetings in a semester, that would be 6 total hours of missed work. If I miss more than that, I have gone over a “few” _____.

Regular Fall or Spring Semester, meets twice a week, for a total of about three hours: If I missed 4 class meetings in a semester, that would be 6 total hours of missed work. If I miss more than that, I have gone over a “few” _____.

Regular Fall or Spring Semester, meets once per week, about three hours each week. If I missed 2 class meetings in a semester, that would be 6 total hours of missed work. If I miss more than that, I have gone over a “few” _____.

Summer Session, meets four days a week, for a total of about nine hours each week (two hours and twenty minutes each time). If I missed 2 sessions, I have missed almost 5 hours; missing about an hour more during another (a third) class meeting time would put me close to missing 6 hours of missed work. If I miss more than that, I have gone over a “few” _____.

2) Excuses are not needed, or required, or desired, for less than a “few” absences _____.

3) More than a “few” absences will require documentation pertaining to serious a cause as described above _____.

4) Regardless of the reason, even if it is a medical reason or due to a hardship beyond my control, I understand that after several absences (such as a number that is equal to twice that which would be associated with a “few,” which depends on the course configuration), I should request a hardship withdrawal from the MTSU Withdrawal Office _____.

5) I will not email the professor or otherwise ask what can be seen as silly questions, such as “will I miss anything important?” This is because every class is important. If I have a question such as “what did I miss,” I agree that I will establish a small team of a few other students who will “cover for me” and let me know what I missed. If everybody lets me down, then it is because we did not communicate either within or team, or outside of our team – our team should have made arrangements with another team. Regardless of the circumstances, I have to make sure that a classmate, teammate, or a person on another team covers for me. Of course, I will be responsible, take notes, and I will be able to cover for someone else when I am asked to help out _____.

6) Even when someone “covers for me,” policies pertaining to missing exams, absenteeism, or too many assignments, et cetera, still apply. If I sign in for that person or do more than simply passing on information about what was missed, I have cheated, and the other person has cheated (and we will both fail the course) _____.

7) I am required to take notes, and remain familiar at all times with announcements delivered on the professor’s Web site. I will also maintain available free space for accepting occasional email messages from the professor on my MTSU email account, if any such messages are sent; I understand that the professor prefers to use Web site announcements as compared to emails for disseminating announcements. I recognize that the professor’s Website (or any Web site) is a very efficient way to communicate to a large number of individuals and give them information and announcements, so I will check regularly _____.

8) I am responsible for announcements made during class sessions _____.

9) I am responsible for making absolutely sure that if an in-class assignment, sign-up sheet, or any other document requires my name, date, signature, or other information as indicated by the instructor, I will provide this information completely, legibly, and during, rather than after, the fact. My professor is not responsible for remembering anything such as “but, I was there” – I am responsible for following instructions and executing those instructions as directed and in writing _____.

Academic Integrity

1) All work that I am to complete for this course is my own work, especially (but not limited to) my exams and business plan, unless specific and explicit instructions are issued to the contrary, such as assignments completed in small in-class groups as directed by the professor. I have received, understand, and agree to the Academic Integrity policies associated with this course _____.

2) I especially accept the plagiarism disclosures in connection with this course, such as the Business Plan Grading Rubric, which is incorporated herein by reference _____.

3) Plagiarism has been explained to me, and I have a copy of that explanation in the aforementioned Business Plan Grading Rubric, which is on my professor’s Website and therefore continuously available to me. I have also been shown a link to MTSU’s Academic Integrity policies, and these have also been described to me _____.

4) Students typically offer two basic explanations once they are caught plagiarizing, which is a form of cheating. These explanations are either “I did not mean to – I am sorry, please let me pass” or “I did not know that what I was doing (usually copying and pasting from somewhere else) was wrong.” Neither of the two common excuses that students give are acceptable. Fifth graders have been told about plagiarism, and whether I heard it earlier, or not, I have heard it now – plagiarism is wrong, and it is a serious offence_____.

5) Losing a scholarship, getting kicked out of school, a failure to graduate, or any other **consequences will be my own fault**, and I should have thought of those consequences, if I get caught plagiarizing. My professor uses technology, he trains his assistants (and other professors), he has written papers and researched plagiarism, and he will probably catch me if I do plagiarize. He has caught a number of students, and it is his job according to MTSU policy to turn them in when he does _____.

6) In the event that I write a business plan that involves a real business or other persons as partners, I am still 100% responsible for researching, writing, and presenting the business plan assignment in the course. The material I turn in will be mine, and mine alone in terms of any claims regarding origins or authorship. If any plagiarized material is in any plan, the excuse that “my partner” did that part and I did not know will not be valid. Whether or not a plan in this course is about a real business, or not, and regardless of any other circumstances, I am responsible for all of the research, all of the writing, and every aspect of the final work product, because this is an academic requirement.

I will be turning in one copy of my business plan for grading, in a hard-copy, printed format. I will also be turning in a second hard-copy as well as an electronic copy, which will both be retained by the professor and/or institution. I understand and agree that in the event that my plan is *ever suspected* of containing plagiarized or improper material, my professor’s superiors and other university officials will become involved. I hereby acknowledge that my work will be subject to scrutiny and evaluation in perpetuity. This means that if a violation of Academic Integrity Policies is discovered later, even after I have completed this course or a degree, my grade can be rescinded _____.

Waivers

Any exception or waiver of the above terms and conditions of this course shall not constitute a precedent or give cause for any student or the class to expect additional exceptions or waivers in the future _____.

Modifications

I fully understand that the professor reserves the right to modify the syllabus and any associated aspects of this course (e.g., scheduling changes, point values, grading and assignments) based on class needs and/or circumstances as they may develop, and in order to meet instructional objectives_____.

Student Signature _____

Student’s Printed Name _____

Date _____