

BUSADM 3531 Entrepreneurship Startup

Fisher College of Business, Fall 2017, Tuesday/Thursday, 4:10-5:30, Caldwell Lab 177

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Course Overview

Entrepreneurship Startup is a dynamically participative learning experience focused on exploring processes supportive of innovation within a startup, identifying multiple forms of general start-ups, assessing the value of new ideas and creating, capturing and delivering value to consumers or customers through a culture, org structure and marketing strategy that garners intended results.

It will lead the students into groups charged with coming up with *The Need, The Solution, The Pitch and The Business Model* for each of the selected ideas and will culminate with *The Presentation*. By focusing on these process elements, students can evolve into professional entrepreneurs and their ideas can seek out real world opportunities.

Format

This is a project class and will be highly participative. It is intended for both business and non-business majors who are interested in startup entrepreneurship. It will also facilitate students understanding of what it takes to start up a business and how to evaluate new startups as future employment opportunities.

Course Objectives

1. Demonstrate the elements necessary for business ideas to become new business models and funded business opportunities.
2. Prepare entrepreneurs to value business ideas, and present to prospective investors
3. Highlight the important key requirements of a Business Model
4. Translate business models into execution driven businesses.

Project Summary (subject to change depending on the schedule)

- There will be four projects; one will be four member teams, one will be an individual project and two will be a two to three person team. All will be completed with an oral presentation accompanied by a slide deck to be submitted via Canvas.

Grading Criteria

Project evaluation will be based on participation in class, contribution to your groups, business model process, creativity, documentation and the final presentation. Students will be asked to present their updated work on regular basis. Incomplete projects and late work will not lead to a passing grade.

- Class Projects: 80%
- In class participation, attendance and external networking participation: 10%

Grades will be given out based on the following standard description.

"A" - Outstanding achievement, professional level, taking on additional work

"B" – Good level of work, above average effort

"C" – Average, meets minimal requirements

"D" - Minimally passing, less than typical undergraduate achievement

"F" - Failing

Optional Textbook

Entrepreneurship, : Successfully Launching New Ventures

Edition 5th 16, Author: Barringer, ISBN: 9780133797190

Available at Barnes and Noble

Outline of Requirements

All assignments are expected to be turned in by the deadline. Late work will not be accepted. Lectures and guest speakers presentations will take place at the beginning of the class time. Do not interrupt presentations by coming in late. Consistent tardiness will result in a reduction in your grade.

Special Needs

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: slds@osu.edu; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

Academic Misconduct

The Ohio State University's Code of Student Conduct, Section 3335-23-04 defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an "excuse" for academic misconduct. The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Failure to follow the rules and guidelines established in the University's Code of Student Conduct may constitute "Academic Misconduct." Sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. For more information, please reference: <http://oaa.osu.edu/coamfaqs.html#academicmisconductstatement>

Escort

Escort services for evening courses are available by calling 292-3322