

Entrepreneurship 350: Introduction to Entrepreneurship
Fall 2020; Section 001
Tuesday/Thursday, 8:10 – 9:25 a.m.

COURSE INFORMATION

Course Number and Title, Term and Year
University of Tennessee, Knoxville

Course Section: ENT 350, Section 001
Course Credit Hours: 3



Faculty Contact Information

[Instructor]	Ace Beorchia
[Preferred Pronouns]	he/him/his
[Email]	aceb@utk.edu
[Office]	422 Stokely Management Center

[Synchronous Class]	Thursday, 8:10 – 9:25 a.m.
[Zoom Link]	https://tennessee.zoom.us/j/93465771563
[Zoom Password]	2086462320

[Asynchronous Modules]	Tuesday, 8:10 – 9:25 a.m.
[Zoom Link]	https://tennessee.zoom.us/j/91512635584
[Zoom Password]	2086462320

Note that asynchronous modules will be completed on your own during the week. You do not need to join the Zoom session unless specifically told otherwise. Ace, however, will be in the virtual room in the case you or others have questions or would like to talk. If you have private needs, please see me during office hours.

[Virtual Office Hours]	Tuesday, 9:30 – 10:30 a.m. (or by appointment)
[Zoom Link]	https://tennessee.zoom.us/j/93243519006
[Zoom Password]	Lemon Drop

[In-person Office Hours]	By appointment (Email Ace)
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Welcome Statement

Hi! My name is Ace Beorchia, and I'm pumped to lead this introduction course on entrepreneurship this semester. As we learn about developing, creating, and growing new ventures, I hope you find the topics are directly relevant to entrepreneurship, but also applicable to other aspects of your life and career.

I know we are all dealing with a lot of uncertainty right now due to COVID-19, so I believe it is important that we all remain flexible and communicate frequently. Hopefully you'll find this syllabus to be informative (albeit on the lengthy side). I have tried to include the important details for the course as well as external links you can use for support.

Again, this will be a great semester, and I look forward to getting to know you!

- Ace

Instructor Availability

Please reach out to me via Canvas or email with any questions, concerns, or great jokes. I will typically respond within 24 hours during the work week and 48 hours on the weekend. My virtual office hours are listed above and discussed more in depth in the syllabus.

If you would like to meet face-to-face, this is an option as well. Please email me and we can work out a time that works for us both. (You will need to notify me early in order to gain instructions on how to gain access to my office. I believe our floor in SMC will be locked to prevent large groups gathering in the foyer or hallways.)

COURSE DESCRIPTION

This course is an introduction to entrepreneurship with an emphasis on identifying, evaluating, and developing new venture opportunities. Topics include opportunity identification and evaluation, customer discovery, feasibility analysis, financing, and building a compelling story.

Prerequisites, Credit Restrictions, and Registration Restrictions:

[Prerequisites]	None
[Registration Restrictions]	Minimum student level - Junior
[Credit Restriction]	Students may not receive credit for both ENT 350 and EF 357

Please refer to the online catalog and check with your academic adviser if you have any questions regarding your eligibility for enrollment in this course.

Course Objectives

1. Students should figure out "is entrepreneurship for me?" We will try to help you answer this question by active and vicarious learning. Through reading, personal interaction with entrepreneurs, and personal experience, students will understand the challenges and rewards of being an entrepreneur and be able to evaluate if this path is compatible with their long-term goals and personal strengths.
2. Seeing things others miss and then being willing to act are the essence of entrepreneurial behavior. Students will explore ways to identify and evaluate

opportunities. They will become familiar with the concepts and research behind the feasibility analysis and the steps needed to move forward in implementing an entrepreneurial endeavor.

3. The “Value Proposition” succinctly defines the business model and the need for the business. Students will learn to define and implement an effective business model, build on strong ethical and legal foundations, and determine strategies for the firm’s growth.
4. Entrepreneurs are heavily involved in the financial arena. This area will be examined in with respect to understanding the cost of the startup, cashflow breakeven and exit strategy.

LEARNING ENVIRONMENT

This is a fully online course, which means to complete this course you are not required to travel to campus. Currently, you will participate in this course synchronously through Zoom and asynchronously using Canvas. Please refer to the basic course schedule below to view the dates for synchronous and asynchronous courses.

For **synchronous class**, you should be prepared for class by engaging with assigned material (located in that day’s module) prior to the class. Synchronous classes will be conducted through Zoom, and we will have lectures, class discussions, smaller breakout room discussions, and other activities virtually.

For **asynchronous class**, you will complete the material listed in the module on Canvas at the time that works best for you as long as you complete your discussion posts and response by 10 p.m. that day. Participation in asynchronous modules will also be an important part of your grade. Your participation will vary by class, but it will likely include posting on the discussion board, taking a quiz, or completing an assigned activity. All information will be included in the module for that day. Again, all material for the module must be completed by the outlined due date.

The course requires your extensive participation in your individual and group work, as well as class discussion and debate. You are expected and required to complete assigned readings and videos prior to class, and discussions will largely be focused on applying rather than describing concepts.

If you are new to Zoom, please check out the university’s [“Best Practice for Participants”](#) guide.

Additional [Canvas](#) and [Zoom](#) resources are available for students unfamiliar with these online environments.

COURSE REQUIREMENTS

Texts/Resources/Materials

1. Entrepreneurship, Successfully Launching New Ventures, 5th ed. Barringer, Bruce R. and R. Duane Ireland, Pearson, © 2016 (ISBN10: 0-13-379719-8)
 - a. **NOTE THAT THIS IS THE 5TH EDITION! (Not the 6th edition.)**
2. CliftonStrengths for Students
 - a. <https://www.strengthsquest.com/243749/choose-right-solution.aspx#ite-305129>
3. We will have a few case discussions and a simulation over the semester. These will be accessed through the Harvard Business School Case Library. A link to the course pack will be provided at a later time.

Course Resources and Technical Support

If you have any issues with your computer, please use the following links for assistance: [system requirements for using Zoom](#), [campus computing information](#), or [computing support](#).

Course Resources

Here is a short list of resources you may use during the course. If you are having technical difficulties, please contact the OIT HelpDesk (contact info found below).

[Zoom]	Getting Started with Zoom
[Canvas]	Online@UT Canvas
[UT Library]	UT Library
[Research]	Research Guides, Subject Librarians

For technical issues, contact the OIT HelpDesk by phone at (865) 974-9900 or at the [Walk-in HelpDesk](#). For IT and Computing issues, use the online [Contact Form](#).

COURSE COMMUNICATIONS POLICY

Most course communication will be through **Canvas** announcements where I will post grades and lectures, deadlines, announcements, and highlight other course clarifications or changes. Communication with individual students will be done via the **student's UT email**. University and federal regulations mandate that some issues can only be communicated through your UT email address. *It is your responsibility to check their UT email frequently.* Both email and Canvas should be checked at daily.

Online "Classroom" Etiquette (Netiquette)

For synchronous classes, it is important that you interact with me and your fellow students. Thus, it is strongly encouraged that you turn on your video. As you are aware, it is so much easier to talk with a face rather than a grey screen with a name. However, while this is

strongly encouraged, you are not required to show your video, and you will not be penalized if you don't. You are inviting me and your classmates into your space. Also, know that children or fur-babies are more than welcome to join in class.

Moreover, please consider the following ground rules for synchronous Zoom class:

1. **Fully Clothed Policy.** You must always wear a shirt and pants/shorts (even when your video is muted. (Trust me, there are stories!))
2. **Mute Yourself.** While I will attempt to moderate this, it's good manners to ensure your microphone is muted when you are not talking to decrease echoes and background noise.
3. **Watch Your Back.** Just a friendly reminder that we can see behind you... and those in your background may not know about rule number one. (Again, there are stories.)
4. **Video Pause.** If you need to leave for a bio-break, please mute your video as to not be a distraction to the class.
5. **Wait Your Turn.** If you'd like to speak, please physically or virtually (feature in Zoom) raise your hand.
6. **Be Respectful.**

Please follow the [UT's Principles of Civility and Community](#) during all class interactions.

Announcements

Canvas announcements will be utilized for most course communications. Please check your [Canvas notification settings](#) to ensure you will receive course announcements. I recommend using immediate notifications for all notifications this course.

Discussions

[Synchronous Class]

Class discussion is an important part of synchronous classes. Discussions will mainly happen in five ways on Zoom:

1. **Large Class Discussions.** Individuals are encouraged to participate organically in class discussions. However, I will also randomly select students to ensure everyone's opinions and insights are heard. Come prepared as to not get caught off guard.
2. **Breakout Rooms.** Smaller groups will occasionally be created for in-depth conversations. Often, one person will be asked to report to the group what was discussed.
3. **Chat.** Occasionally, you will be asked to post to the Zoom chat during class.
4. **Whiteboard.** The Zoom whiteboard will also be used for collaborative participation.
5. **Share Screen.** Occasionally, you will be asked to share their screen, usually for presentations.
6. **Polls.** Occasionally, you will be asked to use the "poll" feature in Zoom.

7. **Others.** Occasionally, you may be used to go to an external link to participate in the class.

[Asynchronous Class]

For asynchronous class days, you will utilize the **Canvas discussion board** to post reflections or other specified material based on that day's module. Normally, you will also be required to reply to other students' posts for full credit.

Questions

A "Course Q&A" discussion board can be found pinned in the Discussions section of Canvas. This area will be used as a resource for all of us to help one another throughout the course. This is an open discussion board so either me or fellow students can reply. This is a great space to share resources and ideas or to crowdsource for an answer to a particular question.

Student Feedback to Inform Course Improvements

Please, please, PLEASE send me any information that may help me to improve your experience in this course. I hope to make this a flexible course tailored to the needs of the class.

Virtual Office Hours

I will be using the waiting room feature on Zoom and will admit one student to my virtual office at a time. If you are waiting in the office hours waiting room, I should be with you shortly.

[Virtual Office Hours]	Tuesday, 9:30 – 10:30 a.m. (or by appointment)
[Zoom Link]	https://tennessee.zoom.us/j/93243519006
[Zoom Password]	Lemon Drop
[In-person Office Hours]	By appointment (Email Ace)

You can also access virtual office hours by clicking "Zoom" in the Canvas course menu.

COURSE ATTENDANCE AND PARTICIPATION POLICY

Attendance and participation in synchronous Zoom classes and asynchronous canvas modules are important for you to progress throughout the semester. Thus, it will also be an important part of your grade. Synchronous and asynchronous course attendance/participation will be worth 6 points each, leading to 150 total points (or 15% of your final grade).

[Synchronous attendance/participation grading]

0 points	Did not attend or participate. <i>If at any time you are called on to participate during class, and you do not respond (you are</i>
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logged into Zoom but not presently engaged), you will not receive attendance/participation points for that class).

6 points Signed in and actively participated.

[Asynchronous attendance/participation grading]

Asynchronous participation will be based on three criteria, adding to a total of 6 possible points. Half credit in each of the categories is possible (1 point):

Quantity	2 points	Met length requirement for discussion posts (at least 200 words for written posts).
Quality	2 points	Posted thoughtful and original material to discussion that engages with course material.
Peer response	2 points	Thoughtful response to at least two peers' post. You must meaningfully engage with your peers' original post. (This will normally require about 50 words for written posts.)

YOUR THREE LOWEST SCORES WILL BE DROPPED. (Essentially, this will allow you to miss up to three days of participation points without penalty.)

Students are responsible to make up missed classes. Classes will likely be recorded and are available upon request.

Campus Closures

Online, distance, and hybrid courses follow the same academic calendar and semester schedule as on campus courses. If the university closes campus for any reason, including [inclement weather](#), instructors teaching online should not penalize students who are unable to attend, submit assignments, or otherwise participate in an online, distance, or hybrid class session.

ASSIGNMENTS, ASSESSMENTS, AND EVALUATIONS

Assignments and Quizzes

The following table illustrates the deliverables for the course:

Deliverable	Quantity	Points per item	Total Points	Assigned Date	Due Date
Attendance/Participation	25	6	100	Each Class	Each Class
Quizzes	10	10	100	Various	Various
Cases/Simulation	5	10	50	Various	Various
Bugs List	1	50	50	8/20	8/27
Personal Strengths Activity	1	50	50	8/25	9/1
Elevator Pitch	1	50	50	9/1	9/8
First Screen Feasibility	1	50	50	9/17	9/29
Customer Discovery	1	100	100	9/15	10/8
Shark Tank Analysis	1	50	50	10/13	10/20
Feasibility Analysis	1	250	250	9/24	11/17
Team Participation	1	50	50		11/24
Final Presentations	1	100	100	-	11/24

Written assignments should be typed, double-spaced, using 1" margins and 12 font size with Times New Roman font. Grading criteria includes content and proper grammar, sentence structure, spelling, punctuation, etc. Please visit the [UT Writing Center](#) for resources to improve your writing skills.

Procedures for Turning in Assignments

Assignments will be turned in through Canvas. Any written assignments may be processed through plagiarism checkers to check for academic honesty.

Academic Honesty/Student Conduct/Plagiarism

Students shall not:

- Cheat.
- Plagiarize.
- Collaborate with others on an assignment unless the student is assigned by the instructor to complete group work.
- Allow another student to access your Canvas account using your NetID.

Academic misconduct will be reported to [Student Conduct and Community Standards](#) and may result in failing the course.

For more detailed information about academic honesty and student conduct, see the University Academic Integrity policy and Honor Statement found under the University

Policies section below, as well as the Acceptable Use, Copyright, and other [policies](#) regarding information and technology use at the University of Tennessee.

The Merriam-Webster dictionary defines plagiarism as “the practice of taking someone else’s work or ideas and passing them off as one’s own”¹ (*see what I did there?*). Be sure to use your own work and ideas, and when you are building on previous work, be sure to give them credit.

GRADING

The following tables give an overview of how your mastery of course material will be demonstrated over the semester. These items are malleable and may change throughout the semester.

Points possible

Learning Assessment	Weight	Points	Responsibility
Attendance/Participation	10%	100	Individual
Quizzes	10%	100	Individual
Cases/Simulation	5%	50	Individual
Bugs List	5%	50	Individual
Personal Strengths Activity	5%	50	Individual
Elevator Pitch	5%	50	Individual
First Screen Feasibility	5%	50	Team
Shark Tank Analysis	5%	50	Individual
Team Participation	5%	50	Team
Customer Discovery	10%	100	Team
Feasibility Analysis	25%	250	Team
Final Presentations	10%	100	Team
Total:	100%	1000 points	

¹ <https://www.merriam-webster.com/dictionary/plagiarize>

Grading Scale

LETTER GRADE	PERCENTAGE	POINTS
A	93.4 – 100.0	934 – 1000
A-	90.0 – 93.3	900 – 933
B+	86.7 – 89.9	867 – 899
B	83.4 – 86.6	834 – 866
B-	80.0 – 83.3	800 – 833
C+	76.7 – 79.9	767 – 799
C	73.4 – 76.6	734 – 766
C-	70.0 – 73.3	700 – 733
D+	66.7 – 69.9	667 – 699
D	63.4 – 66.6	634 – 666
D-	60.0 – 63.3	600 – 633
F	Below 60.0	599 and below

Rubrics

Rubrics will be provided with each assignment through Canvas.

Extra Credit

Several extra credit opportunities will be available throughout the class. These opportunities will be presented throughout the course and may be awarded during classes or in modules. Extra credit opportunities may or may not be posted on Canvas, thus students are encouraged to attend each class and complete each module to recognize and exploit extra credit opportunities.

Grades

Participation, assignment quiz, and presentation grades will be recorded in banner. I will do my best to post grades within one week of the due date. For any questions about a grade, please email me within one week of receiving the grade. Final grades will be awarded at the end of the semester based on the scale above. Do not post any questions about grades in the discussion board.

Any questions or disputes regarding grades after one week of receiving them may not be considered.

Late Work

Late work will receive half credit. Quizzes and assignments are considered late any time after the due date/time—even by one minute. If you have an exceptional case that may cause you to need more time on an assignment, please let me know well in advance of the due date (at least one week before the deadline).

UNIVERSITY POLICIES

Academic Integrity

From the [Student Code of Conduct](#): “An essential feature of the University is a commitment to maintaining an atmosphere of intellectual integrity and academic honesty. As such the University utilizes an Honor Statement that reads, ‘As a student of the University, I pledge that I will neither knowingly give nor receive any inappropriate assistance in academic work, thus affirming my own personal commitment to honor and integrity’.”

University Civility Statement

“Civility is genuine respect and regard for others: politeness, consideration, tact, good manners, graciousness, cordiality, affability, amiability and courteousness. Civility enhances academic freedom and integrity, and is a prerequisite to the free exchange of ideas and knowledge in the learning community. Our community consists of students, faculty, staff, alumni, and campus visitors. Community members affect each other’s well-being and have a shared interest in creating and sustaining an environment where all community members and their points of view are valued and respected. Affirming the value of each member of the university community, the campus asks that all its members adhere to the principles of civility and community adopted by the campus.” See the [UT Principles of Civility and Community](#).

Title IX

“University of Tennessee faculty are committed to supporting our students and upholding gender equity laws as outlined by Title IX. Please be aware that if you choose to confide in a faculty member regarding an issue of sexual misconduct, dating violence, or stalking, **we are obligated to inform the University’s Title IX Coordinator**, who can assist you in connecting with all possible resources both on- and off-campus. If you would like to speak with someone confidentially, the Student Counseling Center (865-974-2196) and the Student Health Center (865-974-3135) are both confidential resources.

For additional resources and information, visit titleix.utk.edu.”

Disability Services

Any student who feels he or she may need an accommodation based on the impact of a disability should contact Student Disability Services (SDS) at 865-974-6087 in 100 Dunford Hall to document his or her eligibility for services. SDS will work with students and faculty to coordinate accommodations for students with documented disabilities.

Your Role in Improving Teaching and Learning Through Course Assessment

At UT, it is our collective responsibility to improve the state of teaching and learning. During the semester, you may be requested to assess aspects of this course either during class or at the completion of the class. You are encouraged to respond to these various forms of assessment as a means of continuing to improve the quality of the UT learning experience.

Key Campus Resources for Students

- [Center for Career Development](#) (Career counseling and resources; HIRE-A-VOL job search system)
- [Course Catalogs](#) (Listing of academic programs, courses, and policies)
- [Hilltopics](#) (Campus and academic policies, procedures and standards of conduct)
- [OIT HelpDesk](#) (865) 974-9900
- [Schedule of Classes/Timetable](#)
- [Student Health Center](#) (visit the site for a list of services)
- [Student Success Center](#) (Academic support resources)
- [Undergraduate Academic Advising](#) (Advising resources, course requirements, and major guides)
- [University Libraries](#) (Access to library resources, databases, course reserves, and services)

Copyright Statement

Sharing any of this material without the written permission of the instructor is a violation of copyright law, and is therefore also a violation of the University's policy on acceptable use of information technology resources (UT policy number IT0110). That policy states that students will not commit copyright infringement, "including file sharing of video, audio, or data without permission from the copyright owner" and that file sharing is a violation of the university's student code of conduct. I will report all such violations to the Office of Student Conduct and Community Standards

COURSE SCHEDULE/OUTLINE/ASSIGNMENTS/UNITS OF INSTRUCTION

See "ENT 350 Course Schedule" for a detailed version of the course outline.

This syllabus is subject to change throughout the semester. You will be notified of any changes.