

Principles of Entrepreneurship

ENT 3003 / Fall 2016

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Office Hours:	By appointment, gladly!
Text:	<i>Reading List Available on Canvas Page</i>
Classroom:	Heavener 150
Class Time:	Mondays & Wednesdays, periods 3 and 4.
You Will Need:	Video/audio recorder (i.e., a smartphone) & YouTube and SoundCloud accounts

Course Description

It's easy to name them. Steve Jobs. Elon Musk. Oprah Winfrey. Mark Zuckerberg. Richard Branson. The entrepreneurs who have dreamed of a world worth living in and who had the will and perseverance to reality to meet their vision. But what of the hundreds of thousands of entrepreneurs who – although remaining mostly unknown and struggling outside the rapt attention devoted to the famous few – improve their own neighborhoods, churches, cities, schools, and communities through the work of entrepreneurship? They create cool new apps, start after-school programs, and launch local grocery stores, auto garages, and tech companies. They work long hours. They hire employees. They pay taxes. They give back.

Entrepreneurship is found in the story of small victories and local heroes, just as much as it is in the marquee names and headline-grabbing, billion-dollar successes. In this class, we celebrate all of it. During this semester, we will explore and critique and learn about the phenomenon of entrepreneurship. We approach entrepreneurship as a way of thinking and acting, as an attitude and a behavior. Most importantly, we will learn that entrepreneurship is a process, which can be learned, repeated, and applied to any human endeavor.

In this course, you will be asked to be an entrepreneur and develop a concept for a viable, scalable business. You will also be asked to critique – thoughtfully, kindly, but thoroughly – the business concepts of your fellow students. In this class, the memorization of concepts and definitions is eschewed in favor of application, and you will be confronted with real-world situations and other opportunities to actually experience what it means to be an entrepreneur.

Course Objectives

This course is built around a number of core objectives. By the semester's end, you should be able to:

1. Understand and apply the entrepreneurship process, as well as discern between the different contexts in which the process may unfold, and ways to successfully navigate the process.
2. Demonstrate an ability to distinguish ideas from opportunities and enhance your ability to recognize and evaluate opportunities.
3. Develop a business concept, and critique the viability of your own and others' business concepts.
4. Demonstrate understanding of the entrepreneurial competencies and how entrepreneurs are different from managers. Moreover, develop and apply these entrepreneurial competencies in this class and in your lives.

Experience Exercises

This class is designed to enable you to begin to develop an entrepreneurial mindset. Mindsets – or ways of thinking and acting in the world – aren't borne through exams, memorization, and multiple-choice quizzes. Mindsets are borne by living through and reflecting on and drawing connections between experiences. In this course, I have devised a series of experience exercises that you may undertake. Each week, several experience exercises will be assigned to you (though you may complete almost all of them in advance). More information regarding the exercises can be found in Canvas.

The Score Card

<i>Points Earned</i>	<i>Equivalent Grade</i>
95	A
90	A-
87	B+
84	B
80	B-
77	C+
74	C
70	C-
67	D+
64	D
60	D-
≤ 59.99	E

Student Conduct Policy

Any single instance of plagiarism – **including self-plagiarism** – including re-using recordings, reflections, or any other content, as well as any other honor code violations, will automatically result in an E for the course. There will be no warnings for first-offenses. This policy will be applied strictly and consistently.