

Principles of Entrepreneurship

ENT 3003 / Spring 2017

| | |
|-------------------------|--|
| Instructors: | Christopher Pryor, Ph.D. |
| Office location: | 133M Bryan Hall |
| E-mail address: | cgp@warrington.ufl.edu |
| Phone: | Office: (352) 273-0331 |
| Office Hours: | By appointment, gladly! |
| Text: | <i>Reading List Available on Canvas Page</i> |
| Classroom: | Heavener 140 |
| Class Time: | Tuesdays & Thursdays, periods 1 and 2. |
| You Will Need: | Video/audio recorder (i.e., a smartphone) |
| Head TA: | Brandon Fantozzi |
| E-mail address: | bfantozzi@ufl.edu (or can contact via Canvas Inbox) |

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.

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 such as making a **false declaration** (declaring without actually submitting an assignment), 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.

Peer Reviewing

After the due date of assignments marked with "A" have been completed with a successful on-time submission and you have declared the completion of this assignment in assignments marked with "B", you will be assigned *two* assignments to peer review. You need to complete both peer reviews in order to receive credit. Once you have successfully completed your peer reviews, you can make your declaration for the assignments marked "C" and you have completed your ABCs of this assignment.

How to Peer Review on Canvas:

- The two submissions assigned for peer review will show up directly under the displayed information pertaining to your submission of the assignment.
 - Click on the assignment itself and you should see it on the right side of your browser window. You will see a green check mark with "Turned In!" next to it. Below that, you will see "Assigned Peer Reviews" with yellow caution signs next to them.
 - To review your peer's submissions, click on the student's name and open the document.
 - After reading the assignment submission, you will write your peer review feedback in the

window titled “Add a Comment”. See below what you must include.

- Important: You **MUST** post your peer review comments directly in the text window. Do **NOT** use options like “Media Comment” and “Attach File”.
- After completing the peer review, you must “Save” your comment.
- Once you complete them, you will see a green check mark and you are all set to make your declaration for part “C” of the assignment! If you do not see a green check mark, refresh your page. If you still do not see a green check mark, then you might have forgotten to save the comment. You cannot make your declaration until you see a green check mark for both peer reviews.

Your peer review feedback should be substantive and consist of 3 points:

1. Briefly describe your overall opinion of this assignment submission. Did they impress you?
2. Briefly describe the points you found impressive and agree with in this submission.
3. Briefly describe how they could improve for the future. Spread your knowledge of the topic and offer them some constructive feedback.

The Score Card

| <i><u>Points Earned</u></i> | <i><u>Equivalent Grade</u></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 |

Course FAQs

Q: I forgot to declare an exercise, can I still get that point?

A: Sorry -- we stay out of the grading. The points are yours to declare, and *you* have to declare them. If you didn't declare an exercise, that's OK -- be sure to pick up some extra credit on the way. There's more than a letter-grade's worth of extra credit in the class.

Q: I was sick last week, and missed a few exercises. Can I make those up?

A: No. Just like in real life, when entrepreneurs can't make up sales they missed because they were sick, we don't permit make-ups or extensions in this class.

Q: You don't permit extensions or make-ups at all?

A: That's right. We know this is a strict approach, but it's the only way to ensure that your grades are not influenced by our biases or subjectivity. If we permitted make-ups, we'd have to pick and choose which excuses we deemed the most legitimate. Instead, it's better that we stay out of that altogether.

Q: That seems really strict.

A: You're right -- that rule *is* really strict. But we also believe in providing you slack by offering more than a letter grade's worth of extra credit through the extra credit quizzes.

Q: So, someone who does a lot of work on an exercise gets the same points as someone who meets the minimum requirements? That doesn't seem fair.

A: Here's the deal. This class is *your* journey. You will get out of this class as much as you put into it. We know that not everyone wants to be an entrepreneur or has the desire to pursue each of these exercises to the max. That's OK! We'd simply ask you to focus on maximizing your own performance. We just ask you to do two things:

- 1.) We ask that you fulfill all of the requirements. As long as you answer and *complete* each part of the assignment that is asked of you, *you are OK!*
- 2.) We ask that you to interact with each other. You'll be seeing each other's work via Peer Review. We ask that you try your very best to critique with kindness and thoughtfulness. Don't forget to declare that you did Peer Review and you are all set!

Q: I saw that someone didn't meet all of the requirements of an exercise. I am unsure if I will be able to Peer Review this and not get my point. Who should I report that to?

A: Tell me or Brandon Fantozzi immediately. While we recognize that not everyone may want to work extraordinarily hard on every exercise, we do also have minimum expectations. If a student does not meet these expectations, we will revoke the points.

Q: What if I didn't do the exercise, can I still earn points for peer reviewing on others' exercises?

A: Unfortunately, this is not possible. Due to the peer review system on Canvas, you must submit an assignment in order to peer review an assignment. But do not worry! Remember, we offer a whole letter grade of extra credit in this class so you will be okay!

Q: I forgot to declare an exercise, can I still get that point?

A: Sorry -- we stay out of the grading. The points are yours to declare, and *you* have to declare them. Even if you submitted an assignment on time and just forgot to declare your post, we will stay out of grading and Canvas will automatically give you a zero if you do not declare on time. Same goes for the peer review.

Q: Do I have to do the quizzes?

A: No, they are extra credit. We do highly encourage you do them each week because once they have closed, you will not be able to take them and you never know when you will need the extra credit in the future.