

Entrepreneurial Profitability Metrics: The Power of Financial Information ENT6930 (1H85) – Spring 2017

Instructor:

Steve Stolberg
ENTREPRENEURSHIP AND INNOVATION CENTER
Warrington College of Business Administration, University of Florida
133 Bryan Hall, PO Box 117168, Gainesville, FL 32611
Phone: 352-273-0330
Fax : 352-846-2170
Email address : steven.stolberg@warrington.ufl.edu

Office Hours:

- By appointment

Course Structure and Objectives:

This course meets Wednesday evening, Period 9-10 (4:05-6:00pm) and Thursday morning, Period 3-4 (9:35-11:30am) in Stuzin 103.

At the conclusion of this seminar students will:

- Understand the importance of timely, accurate and complete financial information in managing your business
- Be able to identify and apply business metrics
- Be able to identify and apply incentives
- Understand the importance of business culture in a successful business

Assignment Guidelines and Grading Policy:

Grades for the course will be determined on the following basis:

Participation	25%
First assignment	25%
Second assignment	25%
Third assignment	25%

*Attendance is mandatory.

Textbooks and Materials:

There is no text book for this course. The Course Pack is available at Target Copy. Reading/discussion material will be provided each week.

Other Policies:

- Make-up assignments will only be given to those students who provide appropriate evidence of legitimate conflicts which caused missing an assignment or who have received prior approval to miss an assignment
- ADA STATEMENT: The University of Florida provides high-quality services to students with disabilities, and we encourage you to take advantage of them. Students with disabilities needing academic accommodations should 1) Register with and provide documentation to Disability Resources (<http://www.dso.ufl.edu/drp/>), and 2) Bring a letter to the instructor from this office indicating that you need academic accommodations. Please do this within the first week of class.

Academic Honesty:

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

Pledge: On all work submitted for credit by students of the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Please note that violations of this Academic Honor System will not be tolerated. Specifically, I will rigorously pursue incidents of academic dishonesty of any type. Before submitting any work for this class, please read the policies about academic honesty at <http://www.dso.ufl.edu/judicial>, and ask me to clarify any of its expectations that you do not understand.

Software Use:

All faculty, staff and students of the University of Florida are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. *We, the members of the University of Florida, pledge to hold our peers and ourselves to the highest standards of honesty and integrity.*

UF Counseling Services:

Resources are available on campus for students having personal problems or lacking clear career and academic goals, which interfere with their academic performance. These resources include: University Counseling Center, 301 Peabody Hall, 392-1575, personal and career counseling; Student Mental Health, Student Health Care Center, 392-1171, personal counseling; Sexual Assault Recovery Services (SARS), Student Health Care Center, 392-1161 ext. 231, sexual assault counseling; and Career Resource Center, Reitz Union, 392-1601, career development assistance and counseling.