BUS221 Entrepreneurial Path
Spring 2020
University of Wisconsin-Stevens Point
School of Business & Economics (SBE)

Mission: The UW-Stevens Point School of Business and Economics (SBE) creates career ready graduates and leaders through applied learning. We serve the businesses, economy, and people of the greater Central Wisconsin region. We specialize in preparing students for success by providing professional development experiences, access to employers, and in-demand skills.

The SBE achieves its mission by valuing:

- Talent development
- Lifelong learning
- Career preparation
- On the job experiences
- Community outreach
- Regional partnerships
- Continuous improvement

Accreditation Commitment: SBE is accredited by the Association to Advance Collegiate Schools of Business (AACSB), a designation earned by only 5 percent of world business schools. Accreditation instills a culture of continuously improving our programs through connections with local business leaders, alumni and the community.

Course Description: Introduction of entrepreneurship as both a personal journey and a new venture creation process. Examines desirable entrepreneurial attributes and competencies as well as the demands and rewards of pursuing an entrepreneurial path. Provides an overview of the new venture creation process including idea generation, opportunity identification, opportunity assessment, business modeling, and marketing and funding strategies. Concepts apply to large or small, not-for-profit and for-profit ventures.   **Credits:** 3

Text: _Entrepreneurship-Successfully Launching New Ventures,_ Barringer & Ireland; 5th ed., Pearson, 2016. UWSP text rental available.

Instructor: Vicki Lobermeier, BBA Marketing UW-Eau Claire; MA Organizational Communications UW-Stevens Point; recently retired director/business adviser for 23 years at UWSP Small Business Development Center; former Business Owner of several businesses!

Office: CPS 338B by appointment only, email vloberme@uwsp.edu

Format: This course will be delivered entirely online through the course management system Canvas. View this website to see minimum recommended computer and internet configurations for Canvas. You will use your UWSP account to login to the course from the Canvas Login Page. If you have not activated your UWSP account, please visit the Manage Your Account page to do so.

Learning Outcomes: Upon completion of the course, students will

- Learn the "real story" of self-employment
- Determine personal feasibility of running a business
- Discover how to identify opportunities that can parlay into a viable business
- Explore various funding options
- Create a scalable business model and learn how to pivot as demand and technology change
- Discern what makes a business successful
- Learn the next steps to startup (BUS321 Entrepreneurship continues on the path to new venture creation)

Course Activities: You will meet the outcomes listed above through a combination of the following activities in this course

- Online discussions
- Group brainstorming
- Feasibility assessments & reflection papers
- Creation of a Lean Business Model Canvas
- Customer interviews for business model pivoting

- Student interviews with small business owners
- Online simulation
- Quizzes
- Final Virtual Presentation/Forum

Topic Outline/Schedule

Important Note: Refer to the Canvas course home page for pertinent information. Activity and assignment details will be explained in detail within each week's corresponding Module. As tasks come due, they will appear in your "to do" list. If you have any questions, please contact me via email vloberme@uwsp.edu or the course's Q&A Discussion Forum.

Week	Topic
1	• To Be or Not to Be (an "E")
2	• Business Ideas
3	• Feasibility • Beginning of LEANStart
4	• Business Plan
5	• Industry/Competitive Analysis
6	• LEANStart Continued
7	• Work Week
8	• Business Owner Interviews
9	• Spring Break Week

Week	Topic
10	• Founder's Videos
11	• Building the Team
12	• Financing • Crowd Funding
13	• Franchising
14	• Social Media
15	• Business Simulation
16 Final Exam Week	Bring it all together!

Expected Instructor Response Times
I will attempt to respond to student emails within 24 hours. Please be patient. There are 45 students in this class.

> ***If you have a general course question (not confidential or personal in nature), please post it to the Course Q&A Discussion Forum found on the course homepage. I will post answers to all general questions there so that all students can view them. Students are encouraged to answer each other's questions too.

Student Expectations: Canvas is the platform for this class. Use it to the fullest extent. Watch for Announcement items, refer to Assignment section for articles, video clip links, PowerPoints, etc., upload all assignments, take all Quizzes in the Assignment section, and review course progress in the Gradebook. Canvas helps both of us stay organized.

UWSP Technology Support

- Visit with a Student Technology Tutor
- Seek assistance from the IT Service Desk (Formerly HELP Desk)
  - o IT Service Desk Phone: 715-346-4357 (HELP)
  - o IT Service Desk Email: techhelp@uwsp.edu

Canvas Support: Within the course, click on [Help icon] in the global (left) navigation menu and note the options that appear:

Support Options	Explanations
Ask Your Instructor a Question Submit a question to your instructor	Use **Ask Your Instructor a Question** sparingly; technical questions are best reserved for Canvas personnel and help as detailed below.
Chat with Canvas Support (Student) Live Chat with Canvas Support 24x7!	**Chat**ting **with Canvas Support (Student)** will initiate a *text chat* with Canvas support. Response can be qualified with severity level.
Contact Canvas Support via email Canvas support will email a response	**Contact**ing **Canvas Support via email** will allow you to explain in detail or even upload a screenshot to show your particular difficulty.
Contact Canvas Support via phone Find the phone number for your institution	Calling the Canvas number will let Canvas know that you're from UWSP; phone option is available 24/7.
Search the Canvas Guides Find answers to common questions	**Search**ing the **Canvas guides** connects you to documents that are searchable by issue. You may also opt for **Canvas video guides.**
Submit a Feature Idea Have an idea to improve Canvas?	If you have an idea for Canvas that might make instructions or navigation easier, feel free to offer your thoughts through this **Submit a Feature Idea** avenue.

NOTE: All options are available 24/7; however, if you opt to email your instructor, s/he may not be available immediately.

- Self-train on Canvas through the Self-enrolling/paced Canvas training course

Attendance Policy: You should be working in Canvas and checking both email and Canvas Announcement items regularly. There are specific due dates for online discussions, quizzes and assignments. You will get the most out of this class if you keep up with the reading/video clip and PowerPoint reviews as the content will help inform your online discussions, written reflections, assignment and quiz completion. This is a fun course with extremely interesting material. Active participation will help you determine whether entrepreneurship is a path you wish to walk!

Academic Honesty: It goes without saying that you are expected to complete your own work, including online quizzes…period! Refer to the UWSP student manual regarding academic honesty. Nothing else to say about this…

View Grades in Canvas: Points you receive for graded activities will be posted to the Canvas Grade Book. Click on the Canvas Grades link to view your points.

Grading Scale: Assignments, quizzes, etc. are assigned a maximum number of points (see table below). At the end of the semester, all points earned are added together and assigned a letter grade based on the point schedule below. Total possible points=955

	Points		Points	
A	955	100 %	898	to 94.0%
A-	897	< 94.0 %	860	to 90.0%
B+	859	< 90.0 %	831	to 87.0%
B	830	< 87.0 %	802	to 84.0%
B-	801	< 84.0 %	764	to 80.0%
C+	763	< 80.0 %	735	to 77.0%
C	734	< 77.0 %	707	to 74.0%
C-	706	< 74.0 %	668	to 70.0%
D	667	< 70.0 %	611	to 64.0%
F	610	< 64.0 %		to 0.0%

Assignment	Points Each	Notes
Discussions **(No make up for missed posts allowed; discussions are closed by 10:00 pm Sundays)**	25	Initial post (13pts) + responses to 2 students' posts (6pts ea)
"E" Self-Assessment/Reflection	25	"E" = Entrepreneurship
400-word Reflections	25	
3-Viable Business Ideas Paper	25	
Building a Team Paper	10	
Lean Business Model Canvas--#1	50	
Lean Business Model Canvas--#2	50	
Business Plan Paper	50	
Customer Survey ?'s/Responses	50	No less than 10 interviews
Business Owner Interview	50	
Founder's Video Summary	35	
Crowd Fund Work Plan	35	
Social Media Plan	35	
Online Simulation Paper	70	
Final Presentation/Posts via Discussion Board	80	
Final Course Reflection	65	
Quizzes **(No make up for missed quizzes allowed)**	10	Open book, timed, 20 min, open for 24 hrs
Total possible points	**955**	

Assignments: All assignments for this course will be submitted electronically through Canvas unless otherwise instructed. Assignments must be submitted by the given deadline or special permission must be requested from instructor *before the due date.*

Late Work Policy: Be sure to pay close attention to deadlines. Late assignments are accepted up until the end of the semester, however, at a 50% point deduction. I always encourage students to submit any late work as some points are always better than no points! **NOTE: There will be no make-up of missed Quizzes or Discussion Forums. If a Discussion's *Initial Post* is posted after the usual 10pm Wednesday but before the *Replies* are due (by 10pm Sunday), you will lose 5pts.**

Inform Your Instructor of Any Accommodations Needed If you have a documented disability and verification from the [Disability and Assistive Technology Center](#) and wish to discuss academic accommodations, please contact your instructor as soon as possible. It is the student's responsibility to provide documentation of disability to Disability Services and meet with a Disability Services counselor to request special accommodation *before* classes start. The Disability and Assistive Technology Center is located in 609 Learning Resource Center and can be contacted by phone at (715) 346-3365 (Voice) (715) 346-3362 (TDD only) or via email at datctr@uwsp.edu

Statement of Policy: UW-Stevens Point will modify academic program requirements as necessary to ensure that they do not discriminate against qualified applicants or students with disabilities. The modifications should not affect the substance of educational programs or compromise academic standards; nor should they intrude upon academic freedom. Examinations or other procedures used for evaluating students' academic achievements may be adapted. The results of such evaluation must demonstrate the student's achievement in the academic activity, rather than describe his/her disability.