Bus 321: Entrepreneurship Online  
David Schalow, PhD, CLU, ChFC, CFA, CFP, GRI  
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Description: BUS 321. Entrepreneurship. 3 cr. Entrepreneurship and intrapreneurship as integral components of management activity; risk taking, decision making, marketing, finance, personnel selection, record keeping, taxes, and controls unique to the entrepreneurial-type organization and the entrepreneur-manager. Prereq: 320/325 or cons instr.  
Text Book: Entrepreneurial Small Business, Katz & Green, 4th ed. (Mcgraw-Hill)  
  
Professor Background: Dr. Schalow has 35+ years of University teaching experience. He has written many academic articles on a wide variety of topics, including marketing, corporate finance, investments, real estate, and insurance. He has also authored a textbook, California Real Estate Principles, and Instructor’s Manual. In addition he has professional experience in Real Estate, Insurance, Financial Planning, and Investments and many different types of Consulting. He has also owned several businesses in the fields of Real Estate, Mortgage Lending, Consulting, Training and Online Marketing. In addition to the PhD in Business, he has the following Professional Credentials CLU (Chartered Life Underwriter), ChFC (Chartered Financial Consultant), CFA (Chartered Financial Analyst), CFP (Certified Financial Planner) Finally he has been licensed to sell, Financial Investments, All Lines of Insurance, and Real Estate in multiple states. (California, Nevada, Minnesota, and Wisconsin)

Contact Information: Office: CPS #434, dschalow@uwsp.edu, 715-346-3160  
Office Hours: MW, 11:00 – 1:45 pm MW, MW 3:30-5:00 pm, Other hours can be arranged by appointment. Professor’s Blog, www.DaveSchalow.com  
(Tips on Success, Career Advice, Starting Businesses, Sales, Marketing, Stock and Real Estate Investing)e

Grading: 90% and Up A Points and Weights of Exams, Quizzes, Papers, Projects,  
89% A- Attendance, and Participation will be Discussed the First  
88% B+ Day of Class. Projects Due Last Day of Classes, NOT at the  
80-87 B Final Exam, and NO Electronic Submissions Accepted.  
79% B-   
78% C+   
70-77% C  
60-69% D  
Below 60% F

Course Objectives  
To provide the student a basic roadmap to pursue the dream of “Being Your Own Boss.” The focus is on starting a small business and making it grow. The class is also a nice summary of your overall business program in that it incorporates the critical skills of Management, Marketing, Finance, Insurance, Real Estate, and Economics.

Keys to Success  
• Read Assignments Prior to Lecture  
• Take Notes on Readings  
• Take Notes on Lecture   
• Consolidate the Two Sets of Notes  
• Summarize Weekly Outcomes  
• Decide You Want to Do Well in the Course  
• Work At It

Methods of Assessment

Attendance and Participation Required

Three Exams 60 %

Discussion 20%

Business Plan (Individual) 20 %

A’s are 90% and above  
B’s are in the 80’s Percentile  
C’s are in the 70’s Percentile   
D’s are in the 60’s Percentile  
F’s are below 60 Percent

Course Summary:

| **Date** | **Details** |
| --- | --- |
| Tue Jan 22, 2019 | |  |  |  | | --- | --- | --- | |  | [Course Begins](https://uwstp.instructure.com/calendar?event_id=44878&include_contexts=course_131587) | 12am | |  | [Ch 1, 2 Intro](https://uwstp.instructure.com/courses/131587/assignments/376552) | due by 11:59pm | |
| Mon Jan 28, 2019 | |  |  |  | | --- | --- | --- | |  | [Ch 3, 4 Ideas](https://uwstp.instructure.com/courses/131587/assignments/376560) | due by 11:59pm | |
| Mon Feb 4, 2019 | |  |  |  | | --- | --- | --- | |  | [Ch 5, 6 Entry](https://uwstp.instructure.com/courses/131587/assignments/376561) | due by 11:59pm | |
| Fri Feb 8, 2019 | |  |  |  | | --- | --- | --- | |  | [Pick Plan Idea](https://uwstp.instructure.com/courses/131587/assignments/409155) | due by 11:59pm | |
| Mon Feb 11, 2019 | |  |  |  | | --- | --- | --- | |  | [Ch 8 Business Plans](https://uwstp.instructure.com/courses/131587/assignments/376563) | due by 11:59pm | |
| Mon Feb 18, 2019 | |  |  |  | | --- | --- | --- | |  | [321 First Exam](https://uwstp.instructure.com/courses/131587/assignments/387431) | due by 11:59pm | |
| Tue Feb 19, 2019 | |  |  |  | | --- | --- | --- | |  | [Ch 7 Strategies](https://uwstp.instructure.com/courses/131587/assignments/376562) | due by 11:59pm | |  | [MMM Project](https://uwstp.instructure.com/courses/131587/assignments/409145) | due by 11:59pm | |
| Mon Feb 25, 2019 | |  |  |  | | --- | --- | --- | |  | [Ch 9 Products](https://uwstp.instructure.com/courses/131587/assignments/376564) | due by 11:59pm | |
| Mon Mar 4, 2019 | |  |  |  | | --- | --- | --- | |  | [10 Promotion](https://uwstp.instructure.com/courses/131587/assignments/376544) | due by 11:59pm | |
| Mon Mar 11, 2019 | |  |  |  | | --- | --- | --- | |  | [Ch 11 Pricing](https://uwstp.instructure.com/courses/131587/assignments/376549) | due by 11:59pm | |
| Mon Mar 25, 2019 | |  |  |  | | --- | --- | --- | |  | [321 Second Exam](https://uwstp.instructure.com/courses/131587/assignments/376526) | due by 11:59pm | |
| Tue Mar 26, 2019 | |  |  |  | | --- | --- | --- | |  | [Ch 12 Accounting](https://uwstp.instructure.com/courses/131587/assignments/376551) | due by 11:59am | |  | [Ch 13 Cash Flow](https://uwstp.instructure.com/courses/131587/assignments/376554) | due by 11:59pm | |
| Mon Apr 1, 2019 | |  |  |  | | --- | --- | --- | |  | [Ch 14, 15 Financial](https://uwstp.instructure.com/courses/131587/assignments/376555) | due by 11:59pm | |
| Mon Apr 8, 2019 | |  |  |  | | --- | --- | --- | |  | [Ch 16 Risk Mgmt](https://uwstp.instructure.com/courses/131587/assignments/376557) | due by 11:59pm | |
| Mon Apr 15, 2019 | |  |  |  | | --- | --- | --- | |  | [Ch 17 Legal Issues](https://uwstp.instructure.com/courses/131587/assignments/376558) | due by 11:59pm | |
| Fri Apr 19, 2019 | |  |  |  | | --- | --- | --- | |  | [More More More](https://uwstp.instructure.com/courses/131587/assignments/409163) | due by 11:59pm | |
| Mon Apr 22, 2019 | |  |  |  | | --- | --- | --- | |  | [Ch 18 Human Resources](https://uwstp.instructure.com/courses/131587/assignments/376559) | due by 11:59pm | |
| Fri May 10, 2019 | |  |  |  | | --- | --- | --- | |  | [Bus 321 Final Exam](https://uwstp.instructure.com/courses/131587/assignments/376525) | due by 11:59pm | |  | [Business Plan](https://uwstp.instructure.com/courses/131587/assignments/376548) | due by 11:59pm | |  | [Discussion](https://uwstp.instructure.com/courses/131587/assignments/376565) | due by 11:59pm | |

**Prev monthNext monthFebruary 2019**

| Calendar | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| **Sunday** | **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday** |
| 27Previous month | 28Previous monthClick to view event details | 29Previous month | 30Previous month | 31Previous month | 1 | 2 |
| 3 | 4TodayClick to view event details | 5 | 6 | 7 | 8Click to view event details | 9 |
| 10 | 11Click to view event details | 12 | 13 | 14 | 15 | 16 |
| 17 | 18Click to view event details | 19Click to view event details | 20 | 21 | 22 | 23 |
| 24 | 25Click to view event details | 26 | 27 | 28 | 1Next month | 2Next month |
| 3Next month | 4Next monthClick to view event details | 5Next month | 6Next month | 7Next month | 8Next month | 9Next month |

**Assignments are weighted by group:**