COURSE SYLLABUS

BUS221	
The Entrepreneurial Path	
Fall	**2023**

SSBE Mission: The UW-Stevens Point Sentry School of Business and Economics (SSBE) 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 SSBE achieves its mission by valuing:

- Talent development
- Lifelong learning
- Career preparation
- On the job experiences

- Community outreach
- Regional partnerships
- Continuous improvement

Accreditation Commitment: SSBE 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; 6th ed., Pearson, 2019. UWSP text rental available.

Instructor: Vicki Lobermeier, BBA Marketing UW-Eau Claire; MA Organizational Communications UW-Stevens Point; director/business adviser for 23 years at UWSP Small Business Development Center; former Business Owner of several (ad)ventures. Currently UWSP Associate Lecturer for School of Business.

Office: Email vloberme@uwsp.edu for answers to questions or to set up a Zoom meeting.

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 start up

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	• LEANStart Continued
8	• Founder's Video
9	• Business Owner Interviews

Week	Topic
10	• Building the Team
11	• Financing • Crowd Funding
12	• Franchising
13	• Social Media
14	• Business Simulation
15	• Final Discussion
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 approximately 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 (i.e. **Raise Your Hand**) 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 *weekly Announcement* items, *Weekly Overview Modules* *for articles, video clip links, PowerPoints, Assignments, etc.;* upload all *Assignments:* participate in *Discussions;* and take all *Quizzes* in the *Assignment* section. Review course progress in the *Gradebook.* Canvas helps both of us stay organized.

UWSP Technology Support: The Office of Information Technology (IT) provides a Service Desk to assist students with connecting to the Campus Network, virus and spyware removal, file recovery, equipment loan, and computer repair. You can contact the Service Desk via email at techhelp@uwsp.edu or at (715) 346-4357 (HELP) or visit:
https://www.uwsp.edu/infotech/Pages/ServiceDesk/default.aspx
For technology instruction sheets, online support videos, and other related resources, go to:
https://www.uwsp.edu/online/Pages/Student-Support.aspx

The university also provides a Technology Tutoring service in which tutors meet with students one-on-one to provide technology assistance. To receive help of this nature visit**:**   https://www3.uwsp.edu/tlc/Pages/TechEssentials.aspx

Additional tools designed to help students taking online or hybrid courses can be found at: https://www.uwsp.edu/online/Pages/Online%20Student%20Orientation.aspx

Canvas Support: Within the course, click on 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.
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:
https://uws.instructure.com/courses/45767

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 %	888	to 93.0%
A-	887	< 92.9 %	860	to 90.0%
B+	859	< 89.9 %	831	to 87.0%
B	830	< 86.9 %	793	to 83.0%
B-	792	< 82.9 %	764	to 80.0%
C+	763	< 79.9 %	735	to 77.0%
C	734	< 76.9 %	697	to 73.0%
C-	696	< 72.9 %	668	to 70.0%
D+	667	< 69.9 %	640	to 67.0%
D	639	< 66.9	573	to 60.0%
F	572	< 59.9 %		to 0.0%

Assignment	Points Each	Notes
Discussions **(No make up for missed posts allowed; discussions are closed by 11:59pm 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	75	
Final Presentation/Posts via Discussion Board	80	
Final Course Reflection	75	
Quizzes **(No make up for missed quizzes allowed)**	10	Open book, timed, 20 min, open for 26hrs
Total possible points	**955**	

IMPORTANT!!! All assignments for this course are to be submitted electronically through Canvas in **either a .pdf or .doc format.**

Late Work Policy: Be sure to pay close attention to deadlines!

- *Assignments*
  - o *10% bonus points* for submitting assignments by due date/time.
  - o *10% penalty* for submitting assignments beyond the due date/time.
- *Discussions*
  - o If a Discussion's *Initial Post* is posted after the usual 11:59pm Wednesday, but before *Replies* are due (by 11:59pm Sunday), you will **lose 5pts.**
    NOTE: There is no make-up of missed Discussions.
- *Quizzes*
  - o **NOTE: There is no make-up of missed Quizzes.**

Other Administrative Details

7.1.   ADA / Equal Access for Students with Disabilities

The American Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities. Links to UWSP's policies regarding ADA, nondiscrimination, and Online Accessibility (IT & Communication Accessibility) can be found at: [UW Legal and Policy Information.](#)

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.

If modifications are required due to a disability, please inform the instructor and contact the Disability Resource Center (DRC) to complete an Accommodations Request form. The DRC is located in room 108 in the Collins Classroom Center (CCC). For more information, call 715-346-3365 email drc@uwsp.edu or visit: Disability Resource Center

7.2.   Nondiscrimination Statement

No person shall be discriminated against because of race, ethnicity, color, age, religion, creed, gender, gender identity, sexuality, disability, nationality, culture, genetic information, socioeconomic status, marital status, veteran's status, or political belief or affiliation and equal opportunity and access to facilities shall be available to all. To address concerns regarding any of these issues please call 715 346 2606 or visit: Equal Opportunity Human Resources

7.3.   SSBE Inclusivity Statement

It is my intent that students from diverse backgrounds and perspectives be well-served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that the students bring in and out of class be viewed as a resource, strength, and benefit. Every person has a unique perspective and we learn from hearing many of them, but not all perspectives are represented in course readings. So, learning depends upon all of you contributing to the class with your own opinions and perspectives. It is my intent to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally, or for other students or student groups.

If you have experienced a bias incident (an act of conduct, speech, or expression to which a bias motive is evident as a contributing factor regardless of whether the act is criminal) at UWSP, you have the right to report it. To do so, first go to Hate Bias Response Team website, then click the button that corresponds to the appropriate campus, and finally complete and submit the report. You may also contact the Dean of Students office directly at dos@uwsp.edu.

Further information on UWSP's commitment to an inclusive campus can be found here: Equity, Diversity, and Inclusion

7.4.   Religious Beliefs Accommodation

It is UW System policy (UWS 22) to reasonably accommodate your sincerely held religious beliefs with respect to all examinations and other academic requirements. A direct link to this policy can be found here: Chapter UWS 22 Accommodation of Religious Beliefs.

7.5.   Help Resources

This section offers help resources relating to academic tutoring, healthcare, counseling, and other matter of student wellbeing. For help recourse related to technology use, please see section 1.4 above.

The Tutoring and Learning Center helps with Study Skills, Writing, Technology, Math, & Science. The Tutoring and Learning Center is located at 234 Collins Classroom Center (CCC). For more information, call 715 346 3568 or visit: Tutoring-Learning Center (TLC) at UWSP.

If you need healthcare, UWSP Student Health Service provides student-centered healthcare that empowers and promotes wellness for all UWSP students. Student Health Service is located on the 1st floor of Delzell Hall. For more information, call 715 346 4646 or visit: UWSP Student Health Services.

The UWSP Counseling Center is staffed with licensed mental health professionals dedicated to assisting students as they navigate difficult circumstances or resolve personal concerns. Therapy and consultation services are free of charge for registered students. The UWSP Counseling Center is located on the 3rd Floor of Delzell Hall. For more information, call 715-346-3553 or visit: UWSP Counseling Center..

In addition to the support services provided by Student Health Service and the UWSP Counseling, there are also professional support services available to students through the Dean of Students. Responding to students with care, concern, and resources is critical in supporting the success of our students and campus community, and therefore the Dean of Students maintains a list of resources that can provide support for a wide variety of situation. That list can be found here, Dean of Students Resources. Moreover, the Office of the Dean of Students supports the campus community by reaching out and providing resources in areas where a student may be struggling or experiencing barriers to their success. Faculty and staff are asked to be proactive, supportive, and involved in facilitating the success of our students through early detection, reporting, and intervention. As such, an instructor may contact the Office of the Dean of Students if he or she senses that a student is in need of additional support beyond what the instructor is able to provide. Simply put, the Dean of Students is here to help. If you are ever unsure of what to do or who to contact, contact the Dean of Students Office at 715-346-2611 or visit them online at UWSP Office of the Dean of Students.

UWSP students may also share a concern directly if they or another member of our campus community needs support, is distressed, or exhibits concerning behavior that is interfering with the academic or personal success and/or the safety of others. Please report any concerns of this nature at: UWSP Dean of Students Anonymous Reports.

7.6.   Emergency Response Guide
In the event of an emergency, follow UWSP's emergency response procedures. For details on all emergency response procedures, please go to: UWSP Emergency Guidebook pdf..

7.7.   UWSP Community Bill of Rights and Responsibilities
UWSP values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to succeed, a set of expectations has been developed for all students, staff, and faculty. This set of expectations is known as the Rights and Responsibilities document, and it is intended to help establish a positive living and learning environment at UWSP. For more information, go to: UWSP Community Bill of Rights and Responsibilities..

7.8.   University Attendance Policy
In addition to the course attendance policies determined by the instructor (noted above if applicable), the university provide standard guidelines by which students are to abide. All exceptions to the course attendance policy or the university guidelines should be documented in writing. A link to the university's attendance guidelines can be found at: University Attendance Policy.

7.9.   University Drop Policy
You are expected to complete the courses for which you register. If you decide you do not want to take a course, you must follow the procedures established by the university to officially drop the course. If you never attend or stop attending a course and fail to officially drop, you will receive an F in the course at end of the

semester. A link to the university's drop policy can be found at: <u>University Drop Policy.</u>.

7.10.   Academic Honesty
UW System policy (UWS 14) states that students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Students suspected of academic misconduct will be asked to meet with the instructor to discuss the concerns. If academic misconduct is evident, procedures for determining disciplinary sanctions will be followed as outlined in UWS 14. A direct link to this policy can be found here: <u>Chapter UWS 14 Student Academic Disciplinary Procedures.</u>

7.11.   Grade Reviews/Appeals
A formal grade appeal, also known as a Grade Review, can be requested in instances when the student feels that he or she was not provided a syllabus with a grading scale in a timely manner (i.e., the end of the second week of classes) and/or the instructor did not stick with the grading scale published in the syllabus. Questions of whether or not the instructor appropriately graded one or more of the course assignments, quizzes, exams, etc. are not matters to be decided by a formal grade appeal, but rather should be taken up with the instructor directly. Information on grade reviews can be found in the University Handbook, Chapter 7, Section 5. A link to the university's policies on non-academic misconduct can be found at: <u>UWSP Grade Reviews/Appeals</u>.

7.12.   Non-Academic Misconduct
Information on non-academic misconduct can be found in Chapters 17 and 18 of the Student Rights and Responsibilities Document. A link to the university's policies on non-academic misconduct can be found at: <u>UWSP Non-Academic Misconduct</u>.

7.13.   Confidentiality
Under FERPA, students cannot remain anonymous in a class. Students are permitted to know who else is in their class.

Learning requires risk-taking and sharing ideas. Please keep your classmates' ideas and experiences confidential outside the classroom unless permission has been granted to share them.

This course may require students to post their work online using applications or services that have not been approved by UW-system. In this situation, the students work will only be viewable only by his or her classmates. None of the work submitted online will be shared publicly. Some assignments require account creation for online programs. The instructor of this course will not share your academic records (grades, student IDs). Confidentiality of student work is imperative, so you should not share the work of your peers publicly without their permission. By participating in these assignments, you are giving consent to sharing of your work with others in this class and you recognize there is a small risk of your work being shared online beyond the purposes of this course. Examples of additional risks include data mining by the company providing the service, selling of your email to third parties, and release of ownership of data shared through the tool. Please contact your instructor prior to the due date if you wish not to participate in these online assignments due to confidentiality concerns.

UW-System approved tools meet security, privacy, and data protection standards. For a list of approved tools, go to: <u>UWS Digital Learning Environment External Application Integration Requests</u>. Tools not listed on the website linked above may not meet security, privacy, and data protection standards. If you have questions about tools, contact the UWSP IT Service Desk at 715-346-4357. Links to the Terms of Use and Privacy Polices for tool used at UWSP be found at: <u>https://www.uwsp.edu/online/Pages/Privacy-and-Accessibility-Links..aspx</u>
Here are steps you can take to protect your data and privacy:

- Use different usernames and passwords for each service you use
- Do not use your UWSP username and password for any other services
- Use secure versions of websites whenever possible (HTTPS instead of HTTP)
- Have updated antivirus software installed on your devices

Additional resources regarding information security at UWSP can be found at: [Terms of Use and Privacy Policies for Tools Used](#)

It is important for students to understand that faculty are required to report any incidents of maltreatment, discrimination, self-harm, or sexual violence they become aware of, even if those incidents occurred in the past, off campus, or are disclosed as part of a class assignment. This does not mean an investigation will occur if the student does not want that, but it does allow the university to provide resources to help the student continue to be successful.

7.14.   Intellectual Property - A Guide to Student Recording & Sharing Class Content

Lecture materials and recordings for this class are protected intellectual property at UW-Stevens Point. Students in this course may use the materials and recordings for their personal use related to participation in this class. Students may also take notes solely for their personal use. If a lecture is not already recorded, you are not authorized to record my lectures without my permission unless you are considered by the university to be a qualified student with a disability requiring accommodation. [Regent Policy Document 4-1] Students may not copy or share lecture materials and recordings outside of class, including posting on internet sites or selling to commercial entities. Students are also prohibited from providing or selling their personal notes to anyone else or being paid for taking notes by any person or commercial firm without the instructor's express written permission. Unauthorized use of these copyrighted lecture materials and recordings constitutes copyright infringement and may be addressed under the university's policies, UWS Chapters 14 and 17, governing student academic and non-academic misconduct.

7.15.   Sample Coursework Permission

The instructor may wish to use a sample of your work or some of the feedback you provide on the course in future teaching or research activities. Examples: showing students an example of a well-done assignment; analyzing student responses on a particular question; discussing teaching techniques at a conference. If your coursework or feedback is used, your identity will be concealed. If you prefer not to have your work included in any future projects, please send the instructor an e-mail indicating that you are opting out of this course feature. Otherwise, your participation in the class will be taken as consent to have portions of your coursework or feedback used for teaching or research purposes.

7.16.   Revision Clause

This syllabus, the provided schedule, and all aforementioned coursework, are subject to change. It is the student's responsibility to check the course website for corrections or updates to the syllabus. Any changes will be clearly noted in a course announcement or through email.