

**BUS221 Entrepreneurial Path**  
**Spring 2016/17**  
**University of Wisconsin-Stevens Point**  
**School of Business & Economics (SBE)**

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

**Office:** CPS 474, email [vloberme@uwsp.edu](mailto:vloberme@uwsp.edu) (preferred) or call for appointment 715-346-2815

**Student Questions:** Contact me via email or use the *Raise Your Hand* feature in D2L

**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](mailto: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.

**Student Rights & Responsibilities:** <http://www.uwsp.edu/dos/Pages/Information%20for%20Students.aspx>

**Text:** *Entrepreneurship-Successfully Launching New Ventures*, Barringer & Ireland; 4<sup>th</sup> ed., Pearson, 2012. UWSP text rental available.

**Format:** 100% online using D2L platform. You will use your UWSP account to login to the course from the [D2L Login Page](#). If you have not activated your UWSP account, please visit the [Manage Your Account](#) page to do so.

In D2L, you will access online lessons, course materials, and resources. All communication (i.e. weekly homework due dates, further clarifications, schedule changes, etc.) from me is found in the course News section. Please check the News section each time you log in for current information!!

For D2L & online course assistance <http://www.uwsp.edu/online/Pages/Student-Support.aspx>

Minimum recommended computer and internet configurations for online courses can be found [here](#).

**Overview:** The course, *Entrepreneurial Path*, covers the principles and key concepts of entrepreneurship. Focus is on self-assessment, opportunity identification, idea feasibility, business model creation/validation and various functions related to starting a new venture.

**Learning Objectives:** 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
- Create a scalable business model and learn how to pivot as demand and technology change

- Discern what makes a business successful
- Discover various funding options
- Learn the next steps to startup (BUS321 Entrepreneurship covers the next steps for new venture creation)

### **Course Activities**

- 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

### **Attendance Policy**

You should be working in D2L and checking both email and D2L News Items regularly. There are specific due dates for online discussions 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!

### **Course Expectations**

D2L is the platform for this class. Use it to the fullest extent. Watch for News Items, refer to Content section for additional articles, video clip links, PowerPoints, etc., upload all assignments to the Dropbox, take all tests in the Quiz section, and review course progress in the Gradebook. D2L helps both of us stay organized. If you have issues with D2L, there are online tutorials found on the D2L homepage.

### **Academic Honesty**

It goes without saying that you are expected to complete your own work, including online tests...period! Refer to the UWSP [student manual](#) regarding academic honesty. Nothing else to say about this...

### **View Grades in D2L**

Points you receive for graded activities will be posted to the D2L Grade Book. Click on the D2L Grades link to view your points.

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

Grading Scale found on next page.....

A	897-955 pts
A-	859-896
B+	840-858
B	793-839
B-	764-792
C+	735-763
C	697-734
C-	668-696
D+	639-667
D	573-638
F	below 573

**NOTE: Look for assignment/forum descriptions, format requirements and due dates in both the Course Agenda & Assignment Format Requirements found in D2L Content.**

Assignment	Points Each	Notes
Discussions ( <u>No make up for missed posts allowed; discussions are closed by 10:01 pm Sundays</u> )	25	Initial post (15pts) + responses to 2 students' posts (5pts ea)
"E" Self-Assessment/Reflection	25	"E" = Entrepreneurship
350-word Reflections	25	
3-Viable Business Ideas Paper	25	
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	75	
Quizzes ( <u>No make up for missed quizzes allowed</u> )	10	Open book, timed, 20 min.
<b>Total possible points</b>	<b>955</b>	