

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	12am
	Ch 1, 2 Intro	due by 11:59pm
Mon Jan 28, 2019	Ch 3, 4 Ideas	due by 11:59pm
Mon Feb 4, 2019	Ch 5, 6 Entry	due by 11:59pm
Fri Feb 8, 2019	Pick Plan Idea	due by 11:59pm

Date	Details	
Mon Feb 11, 2019	Ch 8 Business Plans	due by 11:59pm
Mon Feb 18, 2019	321 First Exam	due by 11:59pm
Tue Feb 19, 2019	Ch 7 Strategies	due by 11:59pm
	MMM Project	due by 11:59pm
Mon Feb 25, 2019	Ch 9 Products	due by 11:59pm
Mon Mar 4, 2019	10 Promotion	due by 11:59pm
Mon Mar 11, 2019	Ch 11 Pricing	due by 11:59pm
Mon Mar 25, 2019	321 Second Exam	due by 11:59pm
Tue Mar 26, 2019	Ch 12 Accounting	due by 11:59am
	Ch 13 Cash Flow	due by 11:59pm
Mon Apr 1, 2019	Ch 14, 15 Financial	due by 11:59pm
Mon Apr 8, 2019	Ch 16 Risk Mgmt	due by 11:59pm
Mon Apr 15, 2019	Ch 17 Legal Issues	due by 11:59pm
Fri Apr 19, 2019	More More More	due by 11:59pm
Mon Apr 22, 2019	Ch 18 Human Resources	due by 11:59pm
Fri May 10, 2019	Bus 321 Final Exam	due by 11:59pm
	Business Plan	due by 11:59pm
	Discussion	due by 11:59pm