

Success Is Easier Than Failure

Bus 321: Entrepreneurship

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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 30+ 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, 12:30-2 pm MW, MW 3:30-5:00 pm, Other hours can be arranged by appointment. Professor's Blog, www.DavidSchalow.com

(Tips on Success, Career Advice, Starting Businesses, Sales, Marketing, Stock and Real Estate Investing)

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

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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	80 %
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

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Week Of: Chapters:

1/23	Ch 1,2	Intro
1/30	Ch 8, 3, 4	Business Plans/Characteristics/Ideas
2/6	Ch 5, 6	Part-Time/Full Time
2/13	Ch 7	Strategies/Catch Up
2/20	Ch 7, Exam 1,	Project Reviews
2/27	Ch 12,9	Marketing Plan/Product/Pricing
3/6	Ch 10	Promotion
3/13	Ch 11	Distribution (Place)
3/20	Spring Break	
3/27	Ch 13	Accounting & Finance
4/3	Catch Up/Exam 2	
4/10	Ch 14	Cash Flow
4/17	Ch 15	More Financials
4/24	Ch 16	Capital Budgeting
5/1	Ch 17	Risk Management
5/8	Ch 18	Legal
5/15	Final Exam	7:15 pm