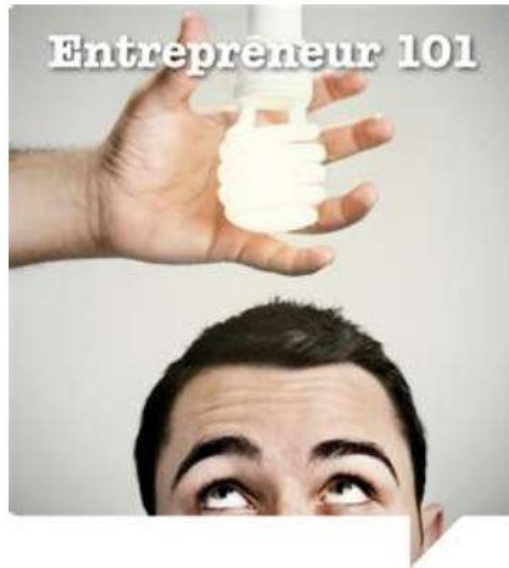




ENT 101.PN1, WINTER 2017



Entrepreneurship: Creating Your Own Job

TIME FRAME: March 11, 2017 through May 20, 2017

CREDIT AVAILABLE: 3

FORMAT: Meeting on consecutive Saturdays (not including holidays) from 7:30-10:30 or 12:30pm to 3:30pm. There will be homework assigned each class, due at the beginning of the next class.

INSTRUCTOR : Dr. David Smith

REQUIRED TEXT :

Mariotti, Steve, and Glackin, Caroline. *Entrepreneurship, Fourth Edition*. Upper Saddle, New Jersey: Pearson Prentice Hall, 2016.

OPTIONAL TEXTS: (You won't have to read these books during the course, but they are good resources):

Abraham, Joe. *Entrepreneurial DNA: The Breakthrough Discover that Aligns Your Business to Your Unique Strengths*. McGraw-Hill, 2011. ISBN: 9780071754514.

Christensen, Clayton M., Allworth, James, & Dillon, Karen. *How Will You Measure Your Life?* HarperCollins, 2012. ISBN: 9780062102416.

Collins, Jim, and Hansen, Morten T. *Great by Choice*. HarperCollins, 2011. ISBN: 9780062120991.

Collins, Jim. *Good to Great*. HarperCollins, 2001. ISBN: 0066620996.

Collins, Jim. *How the Mighty Fall*. HarperCollins, 2009. ISBN-10: 0977326411; ISBN-13: 978-0977326419.

Dyer, Jeff, Gergersen, Hal, and Christensen, Clayton M. *The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators*. Harvard Business School Publishing, 2011. ISBN: 9781422134818.

Gergen, Christopher, and Vanourek, Gregg. *Life Entrepreneurs: Ordinary People Creating Extraordinary Lives*. Jossey-Bass, 2008. ISBN: 9780787988623.

Kawasaki, Guy. *The Art of the Start 2.0: The Time-Tested, Battle Hardened Guide for Anyone Starting Anything*. Penguin Group, 2015. ISBN: 978-0-698-19363-5

Keller, Timothy. *Every Good Endeavor*. Dutton, 2012. ISBN: 978-0-525-95270-1.

Krzyzewski, Mike. *Beyond Basketball: Coach K's Keywords for Success*. Warner Books, 2006. ISBN-13: 9780446580496.

Lencioni, Patrick. *The Advantage: Why Organizational Health Trumps Everything Else in Business*. Jossey-Bass, 2012. ISBN: 9780470941522.

Lencioni, Patrick. *The Five Dysfunctions of a Team: A Leadership Fable*. Jossey-Bass, 2002. ISBN: 0787960756.

Maxwell, John. *Leadership Gold*. Thomas Nelson, 2008. ISBN-13: 9780785214113.

Mycoskie, Blake. *Start Something That Matters*. Spiegel & Grau, 2012.

ISBN 978-0-8129-8144-5.

Ortberg, John. *The Me I Want to Be*. Zondervan, 2009. ISBN: 978-0-310-27592-3.

Phillips, Donald T. *Lincoln on Leadership*. Warner Books, 1992. ISBN: 0-446-39459-9.

Ries, Eric. *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Business, 2011. ISBN: 9780307887894.

Sheridan, Richard. *Joy, Inc.: How We Built a Workplace People Love*, 2013. ISBN: 978-0-689-15170-3.

COURSE DESCRIPTION:

There will be only one constant throughout your career...that constant is change. Entire industries are rising and falling, and hard-working people often are finding themselves looking for a job. This course provides you with the foundation to design your own job, whether in the context of an existing organization (as an “intrapreneur”) or by starting a new enterprise (as an “entrepreneur”). In this course you will develop skills for matching your strengths and passions with an entrepreneurial idea that fits you well, so that both you and your clients will benefit.

COURSE STRUCTURE :

A *variety of methods* will be used to enhance your understanding of entrepreneurship. Videos and perhaps live presentations from successful entrepreneurs will take place and we'll discuss the factors which have helped make these entrepreneurs successful. Small group discussions and short class presentations will develop communication and networking skills, expanding your knowledge and your influence. Short readings and videos will illustrate current issues in entrepreneurship and provide insight into the challenges faced by entrepreneurs and strategies for overcoming challenges. Concepts from the textbook and other resources will be discussed and analyzed, so it is imperative that the required reading be completed on time. This course will be highly interactive—*as with any organization, growth and synergies are most effectively achieved when all members are actively contributing*. Assignments and other assessments will be graded.

COURSE OBJECTIVES :

Jackson College has established a set of Associated Degree Outcomes (ADOs) to be achieved by every student. ENT 101 will specifically address ADO #8: personal and ethical responsibility. During this course students will identify personal and ethical responsibilities, including their roles as entrepreneurs who contribute to society.

EXPECTATIONS OF THE INSTRUCTOR :

1. Provide a lively and useful learning experience. For this to happen, I encourage you to give me honest, respectful feedback at appropriate times regarding what is working for you and what I (we) need to do differently.
 2. Thoroughly prepare the course material; pose relevant questions related to that material.
 3. Make time available to answer questions you may have.
 5. Arrange video and/or in-person presentations from interesting and relevant entrepreneurs to provide insights into life as an entrepreneur.
 6. Give helpful feedback regarding your work.
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EXPECTATIONS OF THE STUDENT:

1. Submit your work on time. No late work will be accepted.
 2. Do your part in making this experience valuable for you and your classmates. How do you do that? Be prepared. Think creatively. Participate actively and treat others respectfully.
 3. To help others focus in class, refrain from eating or using technological devices. Each class period will include a break near the half-way point.
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EVALUATION :

Your final grade will be composed of the following elements, weighted as shown below:

Assignments 40%

Participation 40%

Quizzes 20%

GRADING : Final grades will be assigned according to the following scale:

90 – 100%	4.0	66– 69%	1.5
86 – 89%	3.5	60 – 65%	1.0
80 – 85%	3.0	56 – 59%	0.5
76 – 79%	2.5	00 – 55%	0.0
70 – 75%	2.0	NOTE: 2.0 is the minimum passing grade	

Also note that the above figures are thresholds; for example, a percentage of 69.9% is below the threshold of 70% and therefore receives the grade 1.5.

SPECIAL POLICIES

Academic Honesty : In accordance with Jackson College policy, academic honesty is expected from all students; this includes the expectation that all students will produce their own work and not represent others' work as their own. A failing grade in this course is one of many possible consequences of academic dishonesty.

Withdrawal : If you do not wish to receive a grade for this course, you must withdraw before the date printed on the college website.

Incompletes will be given only in accordance with Jackson College policy. Please note that incompletes are very rare and that the determination of whether an incomplete will be given is the instructor's decision.

Transfer students: It is in your best interest to continue your studies and complete a bachelor degree in your field. There are a variety of ways to do this. When considering your options, make sure to use the Michigan Transfer Equivalency website at <http://michigantransfernetnetwork.org/> . For JC advising in accounting and business, contact the JC Student Service Center at 517-787-0800.

Note: This syllabus is not a contract: it is a general plan for the course. Each course and each group of students is unique. We may do more or less work than is outlined above.

Revised: 02/28/2017