Sample Course Syllabus

ENES140: Discovering New Ventures

Course Description

In our course, students explore dynamic company startup topics by designing a new venture. Students learn the basic business, strategy, and leadership skills needed to launch new ventures. Topics include learning how to assess the feasibility of a startup venture, as well as how to apply best practices for planning, launching, and managing startups. We discuss a wide range of issues of importance and concern to entrepreneurs, and learn to recognize opportunities, assess the skills and talents of successful entrepreneurs, and learn models to navigate uncertainty.

Course Objectives

- Develop the skills for identifying and analyzing entrepreneurial ideas;
- Foster *thinking* entrepreneurially with an awareness of entrepreneurial mindset, entrepreneurial motivation, and entrepreneurial behavior;
- Cultivate *seeing* entrepreneurially with attention to industry conditions, industry status, macroeconomic change, and competition; and
- Champion *acting* entrepreneurially with an understanding of value innovation and opportunity identification.

Course Materials

Our book for the course is the "**The Opportunity Analysis Canvas for Student Entrepreneurs: Spring 2020 Edition**" available online and from the University of Maryland Book Store. Further readings, videos, and resources are posted within the **Modules**.

Faculty

Cait von Schnetlage

Assignments and Grading

The assignments and point allocations are detailed within the **Assignments** page on Canvas. The details and due dates will be visible on the **Modules** page once each module is released.

Assignments are weighted as:

Evaluations = 10%

Class Activities = 20%

Quizzes = 25%

Self-Assessments = 20%

Final Project = 25%

All assignments must be submitted by the due date. Late evaluations, simulations, and quizzes will receive a 0. These late assignments will not be accepted unless the submission is impacted per the University's policy on **student attendance**.

Final grades in the course are based on the standards of the University as detailed on **http://www.testudo.umd.edu/plusminusimplementation.html** with:

A+ 96.5
A   93.5
A- 89.5
B+ 86.5
B   83.5
B- 79.5
C+ 76.5
C   73.5
C- 69.5
D+ 66.5
D   63.5
D- 59.5
F   Below 59.5

Academic Integrity

The University is one of a small number of universities with a student-administered Honor Code and an Honor Pledge. The Code prohibits students from cheating on exams, plagiarizing papers, submitting the same paper for credit in two courses without authorization, buying papers, submitting fraudulent documents, and forging signatures. Compliance with the code is administered by the Student Honor Council, which strives to promote a "community of trust" on the College Park campus. Allegations of academic dishonesty should be reported directly to the Honor Council (301-314-8450) by any member of the campus community. For additional information, consult the Office of Student Conduct website. For a description of the University's definition of academic dishonesty, suggestions on how to prevent cheating, and practical answers to frequently asked questions about the Code of Academic Integrity, consult the Student Honor Council's Resources for Faculty webpage.

Attendance and Participation

As we aim to host an active and engaging online community of learners, you are asked to be active in the class. University policy excuses the absences of students for illness (self or dependent), religious observances, participation in University activities at the request of university authorities, and compelling circumstances beyond the student's control. Students must request the excuse in writing and supply

appropriate documentation, e.g., medical documentation. Students with written, excused absences are entitled to a makeup exam at a time mutually convenient for the instructor and student.

The University of Maryland policy on religious observance states that students should not be penalized in any way for participation in religious observances and that, whenever feasible, they should be allowed to makeup academic assignments that are missed due to such absences. However, the student must provide the instructor with a written notification of the projected absence within two weeks of the start of the semester. The request should not include travel time. It is the student's responsibility to inform the instructor of any intended absences for religious observances in advance and that prior notification is especially important in connection with final examinations, since failure to reschedule a final examination before the conclusion of the final examination period may result in loss of credits during the semester.

Accommodations for Students with Disabilities

The University will provide appropriate accommodations for students with documented disabilities. In order to ascertain what accommodations may need to be provided, students with disabilities must inform faculty of their needs at the beginning of the semester.

Course Evaluations

Your participation in the evaluation of courses through CourseEvalUM is a responsibility you hold as a student member of our academic community. Your feedback is confidential and important to the improvement of teaching and learning at the University as well as to the tenure and promotion process. CourseEvalUM will be open for you to complete your evaluations in the final weeks of the semester. Please go directly to the **website (https://www.courseevalum.umd.edu/)** to complete your evaluations. By completing all of your evaluations each semester, you will have the privilege of accessing online, at Testudo, the evaluation reports for the thousands of courses for which 70% or more students submitted their evaluations.

Schedule

Full details of the schedule with topics, readings, assignments, and dates are available in **Modules.** Each module and its associated assignments will be visible one week early to accommodate travel or schedule conflicts.

⋮⋮ ▸ 1: Introduction (7/13)	✓ + ⋮

⋮⋮ ▸ 2: Entrepreneurial Mindset (7/14)	✓ + ⋮

⋮⋮ ▸ 3: Teaming (7/15)	✓ + ⋮

⋮⋮ ▸ 4: Entrepreneurial Motivation (7/16)	✓ + ⋮

- 5: Entrepreneurial Behavior (7/17)
- 6: Industry Condition (7/20)
- 7: Industry Status (7/21)
- 8: Macroeconomic Change (7/22)
- 9: Competition (7/23)
- 10: Marketing (7/24)
- 11: Value Innovation Fundamentals (7/27)
- 12: Value Innovation in Action (7/28)
- 13: Opportunity Identification (7/29)