

Spring 2024

ENTR 210-002: Introduction to Entrepreneurship

Mark Annett

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Instructor: Mark Annett

Office: Central Avenue Building (CAB) – Adjunct Room 3022

Phone: 973-704-7587 (Text First, as unknown blocked)

Email: Mark.Annett@NJIT.edu (MSA223@NJIT.edu)

Class Time & Location: Tues and Thurs 4:00 PM - 5:20 PM in Faculty Memorial Hall Room 308 ([FMH 308](#) Building 15 on Map)

Prerequisites: None

Office Hours: Tuesday and Thursday 12:00-1:30PM and by appointment

- In Person: Central Avenue Building (CAB) – Adjunct Room 3022

- [Zoom](https://njit-edu.zoom.us/my/mark.annett.office.hours?pwd=SmNFUTd6VnJLOC80VW9sVEg3N2V0dz09): <https://njit-edu.zoom.us/my/mark.annett.office.hours?pwd=SmNFUTd6VnJLOC80VW9sVEg3N2V0dz09>

**Financing New
Management
ENTR-210-002**

Course Overview

Provides an understanding of the processes with which to bring technological innovation to market through a new venture. Emphasis is on opportunity recognition, business model validation, and the strategic management of new ventures. Students will form virtual companies, learn the protocols of technological innovation concepts including securing funding and intellectual property protection, and engage the regional entrepreneurship ecosystem.

(Special Note: this course is taught as an active learning class, where you will engage directly with the material through discussions, problem-solving, and hands-on activities, rather than just passively listening to lectures.)

Course Learning Outcomes

In addition to the specific course objectives, the course intends to help you develop a wide range of analytical, communication, interpersonal, and technology skills. Upon completion of the course you should have the following skills:

- Identify business opportunities and evaluate their commercial potential using research tools and entrepreneurial methodologies.
- Write, present, and defend business plans and pro-forma financials that are ready for review by financiers including bankers and investors.
- Obtain the resources necessary to pursue an opportunity and to create an entrepreneurial organization.
- Assess the strengths and weaknesses of individuals in a start-up environment
- Integrate people, business structures and processes in entrepreneurship.
- Manage an entrepreneurial organization once it has been established.
- Grow a new business venture into a sustainable enterprise.
- Create and harvest value for the organization's stakeholders.

Required/Supplemental Materials

For this course, a textbook is not mandatory; however, if you would like additional materials, please refer to the below textbooks.

The Side Hustle: How to Turn Your Spare Time into \$1000 a Month or More by [Nick Loper](#) (Author)
Available for Free [Kindle Edition](#) and [Audio](#).

Entrepreneurship, 4th Edition; Andrew Zacharakis, William D. Bygrave, and Andrew C. Corbett; Wiley & Sons, Dec 2016; ISBN: 978-1-119-29880-9 (paper), ISBN: 978-1-119-29882-3 (electronic)

Additional Materials provided on canvas.njit.edu course site.

Technical Expectations

Students are expected to have conducted market research, generated pro-forma financial statements, and implemented financial and statistical functions in Microsoft Excel. If you are not familiar with Microsoft Excel, it is recommended that you take a third-party course, such as a LinkedIn Learning course, on this program.

Course Website

Please go to CANVAS. The Canvas site is where most course materials are posted. Make sure you have an NJIT UCID and password so that you are able to access Canvas. I will use Canvas to post announcements and supplemental materials throughout the semester. **So, please be sure to check the site (canvas.njit.edu) frequently. Please contact helpdesk (973-596-2900) for problems associated with Canvas.**

Preferred Upload

Word Docs, PowerPoint, Excel (or text entry) are preferred, then PDFs.

Final Grades

Grades are a reflection of the level of understanding of course content. Therefore, to achieve the grade of A or B in this class expect to:

- Be prepared. This means actively participating in discussions, exercises, and activities to further understanding.
- Turn in all course deliverables in a timely and professional manner.

With less preparation and participation expect the grade of C or lower.

Final course grades will be based on the following scale (there will be NO curve):

Grading Scale

A	B+	B	C+	C	D	F
90%	85%	80%	75%	70%	60%	<60%

Course Deliverables/ Final Grade Components

Grades will be determined as follows:

<u>Component</u>	<u>Weight</u>
Participation	30%
Class Participation in Active Learning	20%
Exercises/Learning Activities	10%
Quizzes	20%
Project Deliverables	50%
Presentation of Value Proposition (4 min max)	Per Points
Where to Play	Per Points
Business Model Canvas Presentation Mission and Value Statement (5 min max)	Per Points
Pro Forma Years 1-3	Per Points
Final Business Plan	Per Points
Pitch Deck	Per Points
Pitch Presentations (5-8) minutes	Per Points

Late Assignments

This is probably the most important thing in the syllabus. If you are going to be late then tell me **BEFORE THE ASSIGNMENT IS DO!** Late assignments will always be marked down and will be significantly marked down if you don't let me know ahead of time (and I reserve the right to not grade them at all if you didn't tell me ahead of time). I don't need to know the reason why it will be late. Just tell me it will be late and when you expect to deliver it by, which is anticipated to be ASAP. Don't make me chase you! I need you to be respectful so that I can plan when I do my work.

If you have an illness or an emergency that you would like me to consider, then it will need to be presented to the office of the Dean of Students, who will notify me that they have verified the situation. I will not consider it otherwise.

Email Etiquette

This is a business course, and the expectation is that you will conform to appropriate business letter writing practice in all your emails to me. The following are the basics.

- Put the course name (e.g. course name or course number) in the subject line.
- Identify the subject of the e-mail with a brief but descriptive summary of the topic: include a proper salutation and the assignment details such as the title, homework, or test.
- Proofread your e-mail for proper sentence structure, capitalization, spelling, and punctuation.
- Conclude the e-mail message with a proper closing (e.g. Regards, Sincerely) and your full name.

(Note: Do not e-mail requests for additional grade points unless there is an error in the grading. Please note that any grade discrepancies must be addressed within 2 weeks of the assignment due date. Grades are not 'given out' by the professor; they are 'earned' by the student. So, make sure that you 'earn' a grade that you can live with.)

Academic Integrity

Learning is both an individual and a cooperative experience. Asking for and giving help freely in appropriate settings helps you learn. However, you should present only YOUR work as your own. University rules and standards define and prohibit “academic misconduct” by all members of the academic community including students. You are asked and expected to be familiar with these standards and abide by them.

Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the academic code of integrity policy that is found at: <http://www5.njit.edu/policies/sites/policies/files/academic-integrity-code.pdf>.

Please note that it is my professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. ***Any student found in violation of the code by cheating, plagiarizing, or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university.*** If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at dos@njit.edu.

Accommodations

Educational access is the provision of classroom accommodations, auxiliary aids and services to ensure equal educational opportunities for all students regardless of their disability. If you are in need of accommodations due to a disability, then please contact Scott Janz (oars@njit.edu), Associate Director of the Office of Accessibility Resources & Services (OARS), Kupfrian Hall 201, to discuss your specific needs. A Letter of Accommodation Eligibility from the OARS authorizing your accommodations will be required. Accommodations need to be requested in advance and will not be granted retroactively.

Classroom Policies

ChatGPT will specifically be used in this class for at least one assignment. I believe that it is a valuable tool to facilitate your learning that you should feel free to avail yourself of. However, when you use it, you must use it collaboratively, because to do otherwise would be a violation of the academic integrity policy.

Final Comments

I reserve the right to change any aspect of this syllabus or the course schedule at any time, as the need arises. Students registered for this course assume full responsibility for reading and understanding the course policies as stated above.

Week	Date	What is Covered	Related Reading	Deliverables
1	1/16	Introductions/Side Hustle University	Book The Side Hustle	Introductions
	1/18			<ul style="list-style-type: none"> Which is Right? Podcast - Episode Review
2	1/23	Side Hustle University / Team Form		Answer the Public
	1/25	From Side Hustle to Startup		What will you be working on?
3	1/30	Value Proposition Canvas	<ul style="list-style-type: none"> VPC instructions Chapter 2 "The Ent. Process" 	Presentation of Value Proposition (4 min max)
	2/1			
4	2/6	Where to Play	Where to Play Exercise	Where to Play
	2/8			
5	2/13	Business Model Canvas	Business Model Canvas	Business Model Canvas Presentation Mission and Value Statement (5 min max)
	2/15	Business Bento		
6	2/20	Lean Startup and Talking to Humans	<ul style="list-style-type: none"> Lean Startup Talking to Humans 	Interview Plan
	2/22	Funding your business		Funding sources quiz
7	2/27	Pro Forma Financials (Bring Laptop to Class)	Pro Forma videos	Pro Forma Years 1-3
	2/29			
8	3/5			
	3/7			
9	3/12			
	3/14			
10	3/19	Spring Recess		
	3/21			
11	3/26	Business Planning Introduction		Mapping BMC to Business Plan
	3/28	<ul style="list-style-type: none"> Financial and Legal Administration Intellectual Property Overview 		What business Structure IP Assessment
12	4/2	<ul style="list-style-type: none"> Analyzing the Market Marketing Your Business 		Market Analysis Presentation (4 min) And Marketing plan
	4/4			
13	4/9	Risk Analysis		Individualized Risk Assessment
	4/11	Finalize Business Plan		Final Business Plan Due
14	4/16	Pitch Decks		Pitch Deck Due
	4/18			
15	4/23	Pitch Presentations		Pitch Presentations (5-8) minutes
	4/25			
16	4/30	Makeup/TBD		TBD