BUS 611 Innovation and Entrepreneurship
Doane College

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TEXT:


COURSE DESCRIPTION: This course explores the important role entrepreneurs play in local communities and the national economy. It focuses on the unique characteristics of successful entrepreneurs and their ability to identify, analyze, and cultivate an idea for a business opportunity. Students learn the processes for analyzing new ideas, how to conduct industry and competitor analysis, how to assess a new venture’s viability, and how to obtain financing to support the launch of a new venture. The goal of the course is to give students the knowledge and skills to actually do something with good ideas they have for making an impact on a for-profit enterprise or not-for-profit organization and to understand the entrepreneur’s role as a change agent.

COURSE OBJECTIVES: 

Upon completion of this course, students will:

• Understand what entrepreneurship is and the important role entrepreneurs play in local communities and the national economy.
• Understand the unique characteristics of successful entrepreneurs.
• Know the processes for analyzing new ideas.
• Know how to conduct industry and competitor analysis.
• Know how to assess a new venture's financial strength and viability and how to obtain financing to support the launch of the new venture.
• Know and understand the characteristics of an entrepreneur as a change agent.
**GRADING:** Final Exam 50% Project 40% Class Contribution 10%

Your experience is important and therefore, class contribution is vital to the success of this course. You are expected to share and contribute. Exams will be a combination of short answer and short essay questions. The project will be explained in detail during class. Please read the assigned material prior to each class.

**ATTENDANCE POLICY:** This class will be highly experiential and participative. Therefore, class attendance is critical to the learning. Once the class begins, the ideal is to never miss a class, but we know that life sometimes gets in the way of our plans. If you must be, contact me to arrange to make-up the absence.

**ACADEMIC INTEGRITY POLICY:** In alignment with the Doane College Academic Policy, all projects should be representative of your own work. The use of others ideas and words without proper citation of the source is plagiarism. If you are in doubt about whether something constitutes plagiarism, please contact me. Failure to give proper credit to the source will result in an “F”. In addition, any other academic misconduct including cheating will result in an “F” for the course.

**Schedule of Topics & Assignments:**

A list of all assignments will be provided during the first session.