BUS 611
Innovation and Entrepreneurship
Instructor: Janice Hadfield
(402)466-4774
Janice.Hadfield@doane.edu

IMPORTANT NOTE:
New regulations under the Higher Education Act require us to verify the identity of a person doing work in a class if we receive assignments, etc. from that student electronically. We can comply with this regulation if our students submit things to teachers electronically from their Doane College e-mail address or through Blackboard, because the college issued that address, ID, and password. For that reason, I can only send assignments to your Doane e-mail address, and I can only accept assignments submitted to me from your Doane e-mail address.


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.

COURSE ACTIVITIES:
This course will be conducted on the World Wide Web. Students will complete a total of four assignments designed to meet the stated objectives of the course. Each completed assignment will be e-mailed to the instructor no later than the due date listed below. Upon receipt of a completed assignment, the next assignment will be e-mailed to the student. Students may submit assignments earlier than the due date.

The due dates for the assignments are as follows:
Assignment #1 due June 8th = 25 points
Assignment #2 due June 22nd = 25 points
Assignment #3 due July 6th = 25 points
Assignment #4 due July 20th = 25 points

GRADING SCALE:
100 – 95 = A
94 – 90 = A-
89 – 87 = B+
86 – 84 = B
83 – 80 = B-
79 – 77 = C+
76 – 74 = C
73 – 70 = C-
69 – 67 = D+
66 – 64 = D
63 – 60 = D-
59 & below = F
ACADEMIC INTEGRITY POLICY:
This policy requires that you immediately and cheerfully offer the benefit of your knowledge and skills to any fellow student who needs your help. If someone helps you, whether a fellow student, the author of a book/article, a family member, a pastor or priest, a coworker, a child, a pet, or anyone else, say that they helped you. That’s called citing a source. Always show respect for the ideas or words of others by giving them the credit. Failure to show respect will result in an “F”.