

COURSE APPROVAL DOCUMENT
Southeast Missouri State University

Department: Management and Marketing
Title of Course: Entrepreneurship Practicum: Venture Creation

Course No. BA 581
New: X
Date: Nov. 4, 2015
(First date to be offered: **Fall 2016**)

I. Descriptions and Credit Hours of Course:

This course is a practicum and serves as a platform to systematically build a new venture individually or in teams. The practicum is a 3 credit hour course and may be repeated for a maximum of 6 credit hours.

II. Prerequisite(s):

BA361 with a C or better and BA531 with a C or better.

III. Purposes or Objectives of the Course:

Upon Completion of this course, the student will be able to:

- A. Practice opportunity recognition/creation/assessment.
- B. Demonstrate the ability to mitigate risk in launching a new venture.
- C. Systematically engage in problem solving both with regards to developing new products or services and in launching a new venture.
- D. Connect formal and informal learning experiences to approaching a new venture.
- E. Exploit the SEMO entrepreneurial ecosystem through seeking feedback from experts, utilizing mentoring resources, and finding collaborators to launch a new venture.

IV. Student Learning Outcomes:

Upon completion of this course the students will be able to:

- A. Construct a business model canvas
- B. Perform Customer discovery.
- C. Perform customer validation.

V. Optional departmental/college requirements:

VI. Course Content Outline:

- A. Develop a business model canvas (**Mandatory**) 15 hours
 - I-1. Construct business model Canvas
 - I-2. Engage in Customer Discovery
 - I-3. Customer Validation

Students must select two additional outcomes from below (Graduate students must select 3) 30 hours

- B. Organize and Register your company
- C. Develop Sales campaign and make one or more final sales
- D. Formally present venture concept to approved investor
- E. Conduct a crowdfunding campaign
- F. Develop venture within Catapult or other incubator
- G. Develop a product concept and/or prototype
- H. Apply for a patent, TM, or other IP ownership
- I. Develop a professional website

Signature: _____
Chair

Date: _____

Signature: _____
Dean

Date: _____

Dept. approval granted on Nov. 4, 2015
College Council approval granted on Nov. 12, 2015

BA581 CLASS SYLLABUS
Entrepreneurship Practicum: Venture Creation
Fall 2016

Instructor: Dr. Foster Roberts
Dempster Hall of Business, room 201
573-651-2922
froberts@semo.edu

Office Hours: To be decided
Classroom and Meeting times: To be decided
Department: Management and Marketing

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V. Expectations of Students:

- A. Collect and analyze data to validate a business model through customer discovery and validation
- B. Construct and execute a financial and/or marketing plan to fund and/or launch a new venture through internal (sales) or external sources (crowdfunding, investor).
- C. Organize and take steps towards launching a new venture.

Note: Graduate students will do an additional activity (see next section)

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VII. Textbook(s) and Course Materials

A. Mullins, J. (2013). *The New Business Road Test: What Entrepreneurs and Executives Should do Before Launching a Lean Start-up*. FT press. ISBN: 978-1292003740.

B. Selected Readings from Periodicals

- 1. Journal of Business Venturing
- 2. Entrepreneurship: Theory and Practice
- 3. Journal of Small Business Management
- 4. Journal of Business and Entrepreneurship
- 5. Academy of Management Journal
- 6. Academy of Management Review
- 7. Entrepreneur
- 8. Fortune
- 9. Harvard Business Review
- 10. Inc.

VIII. Basis for Student Evaluation

(Schedule for due dates for fall 2016 to be decided)

1. Weekly Journal Updates 25%

Students will be required to submit weekly updates including what had been achieved prior to the week beginning, what actions were taken throughout the week and where each project stands at the end of each week.

2. Project Plan Deliverables 50%

Students will be evaluated on completion and quality of the three (if graduate level 4) outcomes they have selected to pursue in their project plan.

3. Final Write-up of Deliverables 25%

Students will submit final papers including reflection on the entrepreneurial experience and lessons learned through the pursuit of the outcomes selected.

IX. Grading Scale

Undergraduate Grading Scale:		Graduate Grading Scale:	
90% to 100%	A	90% to 100%	A
80% - 89.99%	B	80% - 89.99%	B
70% - 79.99%	C	70% - 79.99%	C
60% - 69.99%	D	Below 70%	F
Below 60%	F		

The weight of the evaluation criteria may vary according to each instructor and will be communicated at the beginning of the semester.

X. ACCESSIBILITY STATEMENT

SOUTHEAST MISSOURI STATE UNIVERSITY'S ACCESSIBILITY PLAN

Southeast Missouri State University will take such means as are necessary to insure that no qualified disabled person is denied the benefits of, excluded from participation in, or otherwise subject to discrimination because Southeast Missouri State University's facilities are physically inaccessible to, or

unusable by disabled persons. The accessibility standard required by Federal law for 'existing facilities' is that the recipient's program or activities when viewed in its entirety, must be readily accessible to disabled persons.

Southeast Missouri State University may meet this standard through such means as reassignment of classes, or other services to accessible locations, redesign equipment, assignment of aides, alterations of existing facilities, and construction of new accessible facilities. Southeast Missouri State University is not required to make structural changes in existing facilities where other methods are sufficient to comply with the accessibility standard described above.

Because scheduling classes, coordinating accommodations, and arranging housing in accessible facilities may require reasonable advance planning, students with disabilities accepted for admission should identify themselves and their disability within five days of the start of the semester of enrollment and indicate the nature of accommodation needed for their disability.

For more information, see the [Disability Support Services](#) page or contact Disability Support Services, room 302, University Center, One University Plaza ms1300, Cape Girardeau, MO 63701; (573)651-2273.

XI. ACADEMIC HONESTY

Policy. Academic honesty is one of the most important qualities influencing the character and vitality of an educational institution. Academic misconduct or dishonesty is inconsistent with membership in an academic community and cannot be accepted. Violations of academic honesty represent a serious breach of discipline and may be considered grounds for disciplinary action, including dismissal from the University.

Academic dishonesty is defined to include those acts which would deceive, cheat, or defraud so as to promote or enhance one's scholastic record. Knowingly or actively assisting any person in the commission of an above-mentioned act is also academic dishonesty.

Students are responsible for upholding the principles of academic honesty in accordance with the "University Statement of Student Rights" found in the Undergraduate or Graduate Bulletin. The University requires that all assignments submitted to faculty members by students be the work of the individual student submitting the work. An exception would be group projects assigned by the instructor. In this situation, the work must be that of the group. Academic dishonesty includes:

Plagiarism. In speaking or writing, plagiarism is the act of passing someone else's work off as one's own. In addition, plagiarism is defined as using the essential style and manner of expression of a source as if it were one's own. If there is any doubt, the student should consult his/her instructor or any manual of term paper or report writing. Violations of academic honesty include:

1. Presenting the exact words of a source without quotation marks;
2. Using another student's computer source code or algorithm or copying a laboratory report; or
3. Presenting information, judgments, ideas, or facts summarized from a source without giving credit.

Cheating. Cheating includes using or relying on the work of someone else in an inappropriate manner. It includes, but is not limited to, those activities where a student:

1. Obtains or attempts to obtain unauthorized knowledge of an examination's contents prior to the time of that examination;
2. Copies another student's work or intentionally allows others to copy assignments, examinations, source codes or designs;
3. Works in a group when she/he has been told to work individually;
4. Uses unauthorized reference material during an examination; or

5. Have someone else take an examination or takes the examination for another.

General Responsibilities for Academic Honesty. It is the University's responsibility to inform both students and faculty of their rights and responsibilities regarding such important matters as cheating and plagiarism. Most of what is considered unethical or dishonest behavior can be avoided if faculty and students clearly understand what constitutes such practices and their consequences. The University community should also be aware of the procedures to be followed should a breach of academic honesty occur.

The faculty member is responsible for clarification to his/her class of those standards of honesty for class assignments or functions where such standards may be unclear or when such standards vary from the accepted norm. Further, some faculty may choose to utilize preventive measures (multiple exams, alternate seating, etc.) to help insure the maintenance of academic honesty. However, the use of such measures is the prerogative of the individual faculty member and is not a responsibility or requirement of faculty in general.

The fundamental responsibility for the maintenance of honesty standards rests upon the student. It is the student's responsibility to be familiar with the University policy on academic honesty and to uphold standards of academic honesty at all times in all situations.

Protocol for Adjudicating Alleged Violations of Academic Honesty. Faculty members who discover evidence of academic dishonesty should contact the student within five business days of discovering the alleged dishonesty to arrange to meet and discuss the allegation. Prior to this meeting the faculty member may consult with the Department Chairperson, the appropriate Dean, and the Office of Judicial Affairs. The following sections describe the procedures to be adhered to in each of the listed instances: the student acknowledges the violation, the student denies the violation, and the appeals process. If the faculty member is the Department Chairperson, a departmental designee will assume the Department Chairperson's role in this protocol and references to the Department Chairperson should be read as departmental designee. The procedures below should be followed with online, ITV or face-to-face classes.

From Faculty Senate Bill 11-A-16 <http://www.semo.edu/facultysenate/handbook/5d.html>

XII. CIVILITY AND HARASSMENT

A major determinant of a successful educational experience is a shared sense of respect among and between the students and their instructor. Some of the texts and issues we will discuss may cause disagreements among members of the class. Multiple viewpoints are an essential component of any college course, and disagreeing with someone is fine. However, rude, disrespectful, aggressive, offensive, harassing, or demeaning behavior—either face-to-face or in an online discussion—toward anyone in the class will not be tolerated; students are expected to abide by the Code of Student Conduct (<http://www6.semo.edu/stuconduct/code.html>). Should a student feel someone has acted inappropriately toward them in class, please speak with the instructor at once so the situation can be addressed. The instructor for the course reserves the right to ask a student to leave the classroom or the online discussion for any inappropriate behavior, and if the situation warrants, may call campus security to remove the offending student from class.

XIII. WHOM TO CONTACT WITH CONCERNS

“Questions, comments or requests regarding this course or program should be taken to your instructor. Unanswered questions or unresolved issues involving this class may be directed to the Chairperson of the Dept. of Management and Marketing.”