

## Syllabus

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## Faculty Contact Information

**Instructor:** Dr. Cesar Bandera

**Email:** bandera@njit.edu

**Office Hours:** Wednesday, 7pm to 8pm E.T. via Webex.

## Course Description

This course is designed to educate and train entrepreneurs and enable them to effectively plan new ventures; and to start-up, grow and harvest value from these ventures. The course will focus on: (1) identifying new venture opportunities, (2) evaluating the viability of these new ventures, (3) recognizing the skills required for success and building a team that possesses those skills, and (4) financing, starting and operating new businesses.

The course concentrates on how entrepreneurs search for opportunities, gather resources to convert opportunities into businesses, and grow their businesses. It covers a broad range of start-ups including high-growth, lifestyle, product-based, service-based, business-to-consumer, business-to-business, retail, wholesale, non-profits, and social entrepreneurship. The student is not required to develop a product or service, but will be required to form a hypothetical company around such a concept.

Students will work individually on all aspects of creating a new venture. They will identify a new venture opportunity; create a business plan for it; and have this business plan subjected to review both by their peers and by the Professor using appropriate, specified evaluation criteria. Students will learn to use the research tools of entrepreneurs, including those available at the NJIT Library (<http://library.njit.edu/resources.php>).

Through lectures, case studies, and peer reviews, the course simulates the experiences that entrepreneurs undergo in conceiving, launching, and operating a new business. The course enables students to evaluate an entrepreneurial career for themselves. In so doing, it provides aspiring entrepreneurs with a framework for selecting, funding, and starting their own new ventures.

Any student contemplating creating a new business venture is encouraged to use this course to reduce start-up risk. Appropriate measures will be taken during peer-reviews to maintain the confidentiality of such ventures.

## Textbook and Materials

Bygrave, W., & Zacharakis, A. (2014). *Entrepreneurship*. (3rd ed.). Hoboken, NJ: Wiley & Sons. ISBN 9781118582893.

## Course Outcomes

## At the conclusion of the course, students will be able to:

- a. Identify business opportunities and evaluate their commercial potential using research tools and entrepreneurial methodologies.
- b. Write, present and defend business plans that are ready for review by financiers including bankers and angel investors.
- c. Obtain the resources necessary to pursue an opportunity and to create an entrepreneurial organization.
- d. Assess the strengths and weaknesses of individuals in a start-up environment, including those of the student himself/herself.
- e. Integrate people, business structures and processes in entrepreneurship.
- f. Better manage an entrepreneurial organization once it has been established.
- g. Grow a new business venture into a sustainable enterprise.
- h. Create and harvest value for the organization's stakeholders.

## Grading Scale

Grade	Percentile	Percentage
A	4.0	90% < (or equal to) weight
B+	3.5	85% < (or equal to) weight
B	3.0	80% < (or equal to) weight
C+	2.5	75% < (or equal to) weight
C	2.0	70% < (or equal to) weight
F	N/A	weighted sum < 7

## Grading Components

Categories
Discussion Thread
Review of Sample Business Plan
First Quiz (Market Research)
Rocket Pitch (Detailed PPT+video)
Second Quiz (Pro Forma Financials)
Review of Classmate's Business Plan
Individual Business Plan

## Course Structure

Module Number
1: The Power of Entrepreneurship
2: The Process of Entrepreneurship
3: Your Business Model and Strategy

4: Marketing Your Product or Service

5: Building the Founding Team

6: Business Planning

7: Building Pro-Forma Financial Statements

8: Financing Entrepreneurial Ventures Worldwide

9: Raising Money to Start and Grow Your Business

10: Debt and Other Forms of Financing

11: Legal and Tax Issues

12: Entrepreneurial Growth

13: Social Entrepreneurship

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## Time Commitment

In keeping with most three-credit courses, this class will require on average approximately nine hours per week, including the time spent viewing the lecture and doing assignments.

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## Discussion Board Criteria

There will be one graded discussion in this course and it takes place during Modules 2 and 3. It is composed of 2 parts. You must complete the first part of the discussion to take part in the second part of the discussion. You will not be able to view your peers' responses until after you post your own.

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## Course Policies

The products or services around which students develop companies can be fictitious, but must be realistic. Students with pre-existing products or services, including those in a concept stage or developed in other classes, are encouraged to use these for this course.

Any student contemplating creating a new business venture is encouraged to use this course to reduce start-up risk. Similarly, any student with an existing business is encouraged to use this course to learn techniques to grow the business. Appropriate measures will be taken during peer-reviews to maintain the confidentiality of such ventures, such as personal financial information.

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## Late Work and Make-Up Exams

Because peer review is a key part of this course, late written assignments cannot be accepted and assignment deadlines are strictly enforced.

In case of missing an exam, a make-up may be taken only after providing written documentation to the Dean of Students. It is left to the instructor's discretion whether to accept all other late assignments.

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## Sharing Information

Students are free to discuss assignments with their colleagues. However, they should not take any written (electronic or otherwise) record away from the discussion. This applies when the assignment is supposed to be an individual effort or whenever two teams discuss common problems they are each encountering (inter-group collaboration). After the discussion, it is advisable to engage in at

least half hour of non-course related activity before starting to work on the assignment. This will assure that students are able to reconstruct by themselves what they learned from the discussion.

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## Student Conduct

The NJIT University code on academic integrity, found at <http://www.njit.edu/doss/policies/conductcode/article4.php>, will be followed in all courses.

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## Student with Disabilities Codes

NJIT adheres to section 504 of the Rehabilitation Act (ADA) of 1990. Appropriate accommodations are provided at no cost to the student. If you have any questions or would like additional information, please contact Dr. Phyllis Bolling, Center for Counseling and Psychological Services (C-CAPS), Campbell Hall, (entry level), room 205, (973) 596-3420. For further information, visit the [Student Disability Services](#) website.

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## Technical Support

For assistance with the following items, please contact NJIT IST Helpdesk at: [1-973-596-2900](tel:1-973-596-2900) or <http://ist.njit.edu/support/helpdesk.php>

- UCID
- Library database access
- Webmail by Google email system
- Sessions
- Password assistance\*

For assistance with the following items, please contact Technical Support at: [1-888-789-0407](tel:1-888-789-0407) or <https://supportcenter.embanet.com/NJIT>

- Content within this course
- Assignments
- Discussion Forums
- Quizzes
- Exams
- All other items related to the running of this course

\*NJIT passwords may be changed using the [Global Password Change mechanism](#). You will need to know your current UCID and UCID password. Questions can be referred to [973-596-2900](tel:973-596-2900).

Periodic changing of passwords and strategies for managing them are best practice for anyone using a computer. All members of the university community are encouraged to review [tips for password management](#) and to change passwords regularly.

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## Software and Hardware Requirements

Sometimes, you will be required to use Word processing and presentation software, such as MS Word and PowerPoint found in Microsoft Office. You will also need to be comfortable with various aspects of using the Internet such as:

- Search engines
- Newsgroups

- E-mail
- Ability to download files

To view certain media elements in this course, you will need to have several browser plug-ins such as Shockwave, Flash, and Adobe Acrobat on your computer. Use the links in the course to download and install the appropriate software application.

**Important:** With regards to plug-ins, ensure you are using the most recent version of each plug-in you require. View the [hardware and software requirements](#) for this course.

### Browser Check

To test your web browser for compatibility in the Moodle environment, go to the [Online Support Center](#) page and select the 'Check My Browser' link located on the right side.

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## Student Services and Support

Heather Minton

[h.minton@onlineprograms.njit.edu](mailto:h.minton@onlineprograms.njit.edu)

877-615-8696 ext. 5112

Contact the program coordinator for:

- Change of address, phone, or email
- If you have not received your course materials
- If you are having difficulty contacting a faculty member
- If you have difficulty completing your course work due to personal issues
- To drop/withdraw from a course
- General program information