<table>
<thead>
<tr>
<th>Instructor:</th>
<th>John Cashell</th>
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<tbody>
<tr>
<td>Email:</td>
<td><a href="mailto:cashellj@arcadia.edu">cashellj@arcadia.edu</a></td>
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<tr>
<td>Course Title:</td>
<td>Entrepreneurship in Practice</td>
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<tr>
<td>Course Code:</td>
<td>DUBI BUEP 390</td>
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<tr>
<td>Subject:</td>
<td>Business</td>
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<tr>
<td>Credits:</td>
<td>4 Credits</td>
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<tr>
<td>Semester(s)/Terms to be offered:</td>
<td>☒ Spring</td>
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### Course Description:
The course is built on Ireland’s strong entrepreneurial history and the instructor’s practical experience of developing start-up companies. It provides practical guidance on entrepreneurship combining lectures, case studies and entrepreneurs’ inputs. Students develop a realistic business plan for a project they wish to investigate, or a nominated project.

### Course Requirements:

#### Textbook

Visits to (or by) entrepreneurs active in companies, start-ups and/or innovation centers.

#### Reading Assignments
Students will pre-read selected academic papers, from the textbook and the reading list below, and discuss them in class to underline learning.

- Creativity & New Product Development DVD
- Lead User Idea Generation DVD
- Opportunity Identification DVD

Each Lecture will formally last 2 hours. A further hour of lecturer contact time will allow students to develop their entrepreneurial business plans, by actually writing a business plan and planning an entrepreneurial development.

Each lecture has a topic which progresses logically to build into an Entrepreneurial Business Plan. Lecturer interaction ensures this and the students’ business plans are developed in a systematic manner.
Site Visits
2 site visits, of 3 hours duration, are planned to entrepreneurial start-ups in week 4 and week 6.

Assignments

<table>
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<tr>
<th>Course Requirements</th>
<th>Percentages</th>
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<tr>
<td>1. Attendance and participation</td>
<td>20 %</td>
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<tr>
<td>2. Presentation of Business Plan at end of course</td>
<td>20 %</td>
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<td>3. Individual or Group Assignment to develop a Business Plan by milestones under lecturer’s supervision</td>
<td>20 %</td>
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<td>4. Final Exam, closed book examination</td>
<td>40 %</td>
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Total 100%

Learning Outcomes and/or Expected Student Competencies:
On completion of the course, students should be able to:

1. Describe and discuss characteristics of entrepreneurs & start-ups.
2. Demonstrate practical knowledge of entrepreneurship
3. Outline the new product/service development processes
4. Compare and contrast corporate and individual entrepreneurial venturing
5. Outline strategic IP options for entrepreneurial opportunities
6. Describe the feasibility study process as undertaken in entrepreneurial start-ups.
7. Devise a business plan to exploit an opportunity in existing or entrepreneurial businesses.
8. Outline the roles of small business teams and founder/promoters.
9. Prepare and present an entrepreneurial opportunity to an audience.
Course Outline:
The course has been structured as follows:

- Lectures focus on the entrepreneurial process of taking an idea to market;
- Case studies are used through the course to explore aspects of entrepreneurship;
- Supplementary readings are used to underline the topics discussed in class.
- An entrepreneurial Business Plan is built during the course as an assignment.

<table>
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<tr>
<th>Session</th>
<th>Topic</th>
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| Session 1 | Entrepreneurship & Characteristics of Entrepreneurs - Barringer & Ireland Ch01  
Output: Opportunity, Idea & Concept |
| Session 2 | Opportunity Recognition & Case Study - Barringer & Ireland Ch02  
Output: Feasibility and Business Plan |
| Session 3 | The Process of New Venture Creation - Barringer & Ireland Ch03  
Output: Industry /Market /Competition/Voice of Customer |
| Session 4 | The Business Plan - Barringer & Ireland Ch04  
Output: Company Visit |
| Session 5 | Industry, Market, Competition Feasibility & Case Study - Barringer & Ireland Ch05  
Output: Feasibility - Operations Plan |
| Session 6 | Creativity & New Product Development – Lecture Notes  
Output: Company Visit |
| Session 7 | Building the Team & Case Study - Barringer & Ireland Ch09 |
| Session 8 | Product Design, Test, Ops & Case Study - Lecture notes  
Output: Feasibility - Organisation/HR |
| Session 9 | Financing New Ventures & Case Study - Barringer & Ireland Ch10  
Output: Guest Lecturer, Entrepreneur |
### Session 10
Launch, Market & Grow New Ventures - Barringer & Ireland Ch11  
**Output: Feasibility - Finance Plan**

### Session 11
Harvesting the Venture - Barringer & Ireland Ch13  
**Output: Idea / Project Selection**

### Session 12
Selling: Elevator Statements & Power Pres. - Lecture Notes  
**Output: Guest Lecturer, Entrepreneur**

### Session 13
Presentation of Assignments

### Other Policies:

#### Expectations
Professional behavior is expected of all students. This includes preparation for classes, on-time attendance at classes, attendance at all group sessions and appropriate participation in the form of attentiveness and contributions to the course.

Respect for the academic process is the major guiding principle for professional behavior and extends to all communications, including e-mail.

#### Attendance/Participation
Prompt attendance, full preparation, and active participation in class discussions are expected from every student in every class session.

#### Course Policies
For e-mail communications, students must use their Arcadia University e-mail account. Students are responsible for any information provided by e-mail or through Intranet postings.

#### Plagiarism
Representation of another’s work or ideas as one’s own in academic submissions is plagiarism, and is cause for disciplinary action. *Cheating* is actual or attempted use of resources not authorized by the instructor(s) for academic submissions. Students caught cheating in this course will receive a failing grade. *Fabrication* is the falsification or creation of data, research or resources to support academic submissions, and cause for disciplinary action.
| **Late or Missed Assignments**  | Will not be accepted for grading. |
| **Students with Disabilities** | Persons with documented disabilities requiring accommodations to meet the expectations of this course should disclose this information while enrolling into the program, and before leaving the United States so that appropriate arrangements can be made. |
| **Prerequisites:** | None |
| **Country and Program Connection:** | Entrepreneurial employees, in Ireland and elsewhere, are increasingly sought by companies to create wealth in today’s rapidly changing markets. This elective provides practical guidance on entrepreneurship combining lectures, case studies and inputs from entrepreneurs. Students develop a realistic business plan for a project they wish to investigate, or otherwise for a nominated project. |