

BUS 105T, Introduction Entrepreneurship and Risk Taking, Fall 2018

I. COURSE INFORMATION

Instructor:	Prof. F. DellaCorte
Instructor's Email	fdellacorte@fus.edu
Office Hours:	W.: 15:00 – 16:00 [in the office]; W.: 18:45 – 19:45 [in the classroom]
Office Location:	Kaletsch Campus Bldg. #2
Class location	Kaletsch Campus Bldg. #1
Class meeting times	Wednesdays 16:00 - 18:45

II. COURSE DESCRIPTION

This course is designed to introduce students to the fundamental concepts about being an entrepreneur, especially in the high-tech area, and the related concept of risk taking in order to stay competitive in a fast-moving economy. Students will explore preeminent thinkers in the field of entrepreneurship and risk taking, as well as today's leading minds, entrepreneurial visionaries and landmark ideas that have established this innovative area of business. Students will look at the basis of entrepreneurship and at fundamental approaches to creating and building a startup business. Students will explore and discuss case studies, articles published in business-related periodicals and sections of published works on entrepreneurship. This course includes an Academic Travel component to private and public entities that sponsor entrepreneurial activity generally in Switzerland, France and Italy.

III. RATIONALE

When designing a business plan for a newly created firm, business professionals need to be able to assess and evaluate the entrepreneurial plan, understand the financial requirements, and perform a risk analysis. Business professionals need to apply the facts to the recently formed business. This course introduces essential skills in entrepreneurship, risk analysis, business planning, new product introduction, and product patents to be able to better understand the entrepreneurial world. After taking this course, you will have assimilated particular skills to make you a more savvy business entrepreneur.

IV. COURSE GOALS

- Become acquainted with the fundamental concepts of entrepreneurship and risk taking.
- Learn about the entrepreneurial process and how to manage it.
- Become acquainted with doing business in Europe with comparisons with the USA.
- Learn to recognize entrepreneurial facts in order to generate opportunities and to assess your own business ideas.
- Be able understand and analyze the works of preminent thinkers in the field of entrepreneurship and risk taking.
- Be able to understand and explain the business planning process.
- Be able to apply entrepreneurial approaches, concepts and methods to your own business idea.
- The course will also include an Academic travel component that will address the points discussed above. A detailed Academic Travel schedule will be provided separately.
- By successfully completing BUS 105T students will have completed an elective course in the International Management department.

V. SPECIFIC LEARNING OUTCOMES

Upon completion of this class, students should:

- Have a clear understanding of the main concepts of entrepreneurship, risk taking and their importance.
- Develop critical thinking, presentation and writing skills.
- Have a clear understanding of a business plan and its components.
- Present synthesized business information in a variety of formats, including class discussion, oral presentation, and written format.
- Demonstrate the ability to work collaboratively.
- Expose students to private and public entities that sponsor entrepreneurial activity in Europe

VI. REQUIRED TEXTS AND MATERIALS

- A variety of academic papers and articles [Will be available on Moodle].
- A number of specific business cases studies. [Will be available on Moodle].
- A variety of specific entrepreneurial and risk-taking videos [Will be available in class].

VII. ASSESSMENT OVERVIEW

At the end of the semester, you will receive a score from 0 to 100 %, based on the following weighted average by activity:

Activity:

- **2 Quizzes: 20%**
- Exercises, papers, and projects [including the travel project]: **20%**
- Case-studies and their presentations: **20%**
- Final project of the business plan/pitch of a startup: **25%**
- Participation: **15% [*]**

[*] = attendance + Academic Travel visits + participating in class discussions + asking questions + on time completion and uploading of homework assignments.

VIII. ASSESSMENT DETAILS

Exercises, papers, projects and case studies: There will be a variety of in-class and/or outside-class entrepreneurship-related written exercises, papers, projects and case studies assigned. You may be asked to work as an individual or as a team. You are allowed (and encouraged) to discuss these assignments with other students and to help each other, but everything submitted must be your own work (see also the section about Cheating and Plagiarism). On Moodle, you will be able to view a schedule with all the deadlines for the assignments. If you cannot finish a project on time (for a medical/serious reason), contact me prior to the project's deadline. Otherwise, **20%** will be subtracted **for each day** your assignment is late. After **2 days**, no assignment will be accepted.

Final presentation: There will be one team research presentation (i.e. the team must be using Microsoft PowerPoint and Word). An entrepreneurial topic will be assigned to each team during the fourth week of class. All teams will present in class during the last two weeks of class. Each team will be required to use MS Word to create the business plan for the assigned business and use PowerPoint to present the business plan of the selected business to the class. More details about the final project will be available on Moodle.

Exams: There will be two quizzes. The quizzes will be taken directly on-line using Moodle (you will need to bring your portable PC to class). Quiz questions could be drawn from class discussions, class readings and academic papers. If you know that you will be absent for a quiz, you must let me know in advance (in person, by email or by phone). ONLY for medical/serious reasons will I reschedule your quiz. Otherwise, no make-up quiz will be given.

IX. GRADING POLICIES AND EXPECTATIONS

▼ Select Course

Course: 2016/Fall/Academic Travel - BUS 105T/Lecture/1

- Entrepreneurship and Risk Taking
- Prof. Fabrizio Della Corte
- Wednesdays 4:00 PM - 6:45 PM, FUS/Kaletsch Campus Bldg./1
- Traditional

Credit Types		Regular Credit	
Regular Credit		Midterm Min %	Final Min %
View All		A	94
		A-	90
		B+	88
		B	84
		B-	80
		C+	78
		C	74
		C-	70
		D+	68
		D	64
		D-	60
		F	0

X. HOW TO DO WELL IN THIS COURSE (POLICIES / REQUIREMENTS)

At the end of every week, I grade your participation in class during the week. Contributing to the class discussion, completing all assignments, asking relevant questions, preparing something to share, will increase your score, while violating the class rules may dramatically lower it.

Using classroom computers or your own electronic devices for anything but note taking and classroom exercises will lower your class participation grade.

Attendance: Regular classroom attendance is required. Experience shows that students who do not attend on a regular basis or who do not do their homework/readings perform poorly. Absence may be excused if there is documented evidence of a medical (or other serious) problem.

If you arrive late or leave early without my knowledge, you are regarded as non-attendant. You may lose points counting towards your total grade according to the followings scheme:

Two (2) UNEXCUSED absences will result in one full grade reduction in the final grade (for example, an A- will drop to a B-). More than two (2) UNEXCUSED absences will result in being dropped from the course.

XI. ACADEMIC INTEGRITY: STATEMENT ON CHEATING AND PLAGIARISM

A student whose actions are deemed by the University to be out of sympathy with the ideals, objectives or the spirit of good conduct as fostered by the University and Swiss community, may be placed on Disciplinary Probation or become subject to dismissal from the University.

Cheating is a dishonest action out of sympathy with the ideals, objectives and spirit of the University. Furthermore, cheating reflects negatively on one's personal integrity and is unjust to those students who have studied.

See the Academic Catalog for full statement (page 215):

https://www.fus.edu/images/pdf/FUS_ACADEMIC_CATALOG_2016_2018_web.pdf

XII. RESOURCES AVAILABLE

WLC, Learning Disabilities, Information Technology, Library, USI, etc.

XIII. COURSE SCHEDULE

- **Final Exam:** Wednesday, December 12, 2018: 16:00 -18:00
- **Midterm grade:** available online from Tuesday, November 5, 2018 (TBD).
- **Class begins** on Wednesday, August 29, 2018 at 16:00.
- **Class ends** on Wednesday, December 5, 2018 at 18:45.
- **Classes meet** once per week.
- **The duration** of each class meeting is 2 hours and 45 minutes with a 15-minute break midway.