



THE OHIO STATE UNIVERSITY

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Fisher College of Business

Entrepreneurship

MHR 2500

Autumn Semester 2017

**Instructor:** Bradley Skousen

**Time and Location:** Tuesday & Thursday 2:20pm – 3:40pm, Stillman Hall 100

**Office:** 750 Fisher Hall

**Office Hours:** Thursdays, 11:00am – 1:00pm, and by appointment

Email: [skousen.2@osu.edu](mailto:skousen.2@osu.edu)

**REQUIRED TEXT:**

There is no textbook for this class. Assigned readings and course material will be posted to CARMEN.

**COURSE OVERVIEW:**

MHR 2500 is a general education (GE) course offered by the Fisher College of Business. This course is considered a GE Social Science (Human, Natural, and Economic Resources) course. The course is designed (1) to provide students with an introductory understanding of the concepts and theory associated with entrepreneurship and (2) to help students develop the skills and knowledge necessary to start a new business venture. It is designed under the assumption that the student has an interest in becoming an entrepreneur and that he/she will decide to identify and exploit an entrepreneurial opportunity in the future.

The world has changed in fundamental ways over the last several decades resulting in a more integrated, complex, and global economy. Such changes have created new entrepreneurial opportunities (i.e., new markets, access to resources, etc.) but have also lead to substantial risk (i.e., enhanced competition; technological change; shorter business cycles). Thus, no matter what firm you work for or if you start your own business the knowledge and skills learned in this class are applicable to both entrepreneurs and traditional employment.

## **COURSE OBJECTIVES:**

The course is designed to provide a comprehensive understanding of the entrepreneurship process. The basic objectives of the course are to:

1. Gain a general understanding of the importance of entrepreneurship and the entrepreneurship process, the identifying, evaluation, and exploiting of entrepreneurial opportunities.
2. Understand and begin to develop an entrepreneurial mindset.
3. Learn to identify and evaluate entrepreneurial opportunities.
4. Understand business models and the customer development process.
5. Understand the issues associated with managing a new business venture (e.g., legal issues, managing growth, exiting, etc.).
6. Provide a review of different types of entrepreneurship (e.g., corporate entrepreneurship, social entrepreneurship, international entrepreneurship, etc.).

## **COURSE MATERIALS ON CARMEN:**

Course materials will be accessible via the university's Carmen website. Materials may include additional articles, cases, and videos, PowerPoint slides, etc., and will be updated as the semester progresses. The Carmen website will be heavily used to transmit information for the course.

**Thus, it is your responsibility to check the website regularly for updates and announcements.** If you have any trouble with Carmen, call the ITS Helpdesk at 292-8976 during office hours. After 5 pm, call 688-HELP (4357).

## **GRADE COMPONENTS:**

The final course grade will be based on a total of 100 percentage points and weighted according to the following scheme:

<b>Course Grade Component</b>	<b>% of Grade</b>
Interviews, Problems, and Ideas	5%
New Venture Business Model	10%
Pivoting Assignment	5%
Formal Interview with Entrepreneur	10%
Exam 1	30%
Exam 2	30 %
Exam 3	10%
<b>Total</b>	<b>100%</b>

**GRADING SCALE:**

<b>Points</b>	<b>Letter Grade</b>
100 to 93	A
92.99 to 90	A -
89.99 to 87	B +
86.99 to 83	B
82.99 to 80	B-
79.99 to 77	C +
76.99 to 73	C
72.99 to 70	C -
69.99 to 67	D +
66.99 to 60 D	D
59.99 and below	E

**COURSE ASSIGNMENTS:**

**All instructions for course assignments will posted on Carmen. Each assignment will be due at 9:00am via uploading to Carmen.**

**EXAMS:**

There will be three exams in this course. The exams will not be cumulative. However, material in the course builds upon each other so you should be familiar with the concepts learned in previous lectures to well on each exam. Material for the exam will come from the following sources: 1) assigned readings, 2) in class lectures and material, and 3) class discussion.

The exams will consist of multiple choice questions. On the exam date, please make sure that your books and papers are under your seat. Please bring two #2 pencils (soft lead) for completing the exams. You will be required to put your Buck ID on the exam answer sheet so that grades can be verified. Remember, only the answers you put on the answer sheet will count.

**OSU DISABILITY POLICY:**

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: [slds@osu.edu](mailto:slds@osu.edu); 614-292-3307; [slds.osu.edu](http://slds.osu.edu); 098 Baker Hall, 113 W. 12th Avenue.

## **ACADEMIC MISCONDUCT**

The Ohio State University's Code of Student Conduct, Section 3335-23-04 defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an "excuse" for academic misconduct. The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Failure to follow the rules and guidelines established in the University's Code of Student Conduct may constitute "Academic Misconduct." Sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. For more information, please reference: <http://oaa.osu.edu/coamfaqs.html#academicmisconductstatement>

## Fall 2017: MHR 2500 Schedule

Day	Date	Assignments*:	
<b>Topic 1: Course Introduction</b>			
Tue	22-Aug	Course Overview & Syllabus Review	<i>Read Course Syllabus</i>
<b>Topic 2: Entrepreneurship: What is it and Why is it Important?</b>			
Thur	24-Aug	Entrepreneurship Overview	<i>N/A</i>
<b>Topic 3: Entrepreneurial Mindset</b>			
Tue	29-Aug	How do Entrepreneurs Think/Behave Differently?	<i>N/A</i>
Thur	31-Aug	How can I develop those skills/habits?	<i>N/A</i>
<b>Topic 4: Ideation and Opportunities</b>			
Tue	5-Sep	Entrepreneurship Process & Generating Ideas	<i>N/A</i>
Thur	7-Sep	From Idea to Opportunity	<i>N/A</i>
<b>Topic 5: Business Model Generation</b>			
Tue	12-Sep	Business Model Canvas	<i>N/A</i>
Thur	14-Sep	Types of Business Models	<b><i>Interviews, Problems, Ideas</i></b>
Tue	19-Sep	MVP / Customer Development Process	<i>N/A</i>
Thur	21-Sep	Business Model Disruption	<i>N/A</i>
Tue	26-Sep	Exam 1 Review	<i>Come to class with questions</i>
Thur	28-Sep	Exam 1	<i>In class Exam 1</i>
<b>Topic 6: Managing the New Venture</b>			
Tue	3-Oct	Building the Team	<i>N/A</i>
Thur	5-Oct	Pitching and Storytelling	<i>N/A</i>
Tue	10-Oct	Guest Lecturer (TBD)	<b><i>New Venture Business Model</i></b>
Thur	12-Oct	No Classes: Autumn Break	<i>N/A</i>
Tue	17-Oct	Financing the New Venture	<i>N/A</i>
Thur	19-Oct	Financing the New Venture (Continued)	<i>N/A</i>
Tue	24-Oct	Managing Venture Growth and Cash Issues	<i>N/A</i>
Thur	26-Oct	Legal Issues for Entrepreneurs	<b><i>Pivoting Assignment Due</i></b>
Tue	31-Oct	Harvesting the New Venture	<i>N/A</i>
Thur	2-Nov	Entrepreneurial Failure	<i>N/A</i>
Tue	7-Nov	Exam 2 Review Day	<i>Come to class with questions</i>
Thur	9-Nov	Exam 2	<i>In class Exam 2</i>
<b>Topic 7: Special Types of Entrepreneurship</b>			
Tue	14-Nov	Corporate Entrepreneurship	<i>N/A</i>
Thur	16-Nov	International Entrepreneurship	<i>N/A</i>
Tue	21-Nov	Social Entrepreneurship	<i>N/A</i>
Thur	23-Nov	No Classes: Thanksgiving Break	<i>N/A</i>
Tue	28-Nov	Social Entrepreneurship (Continued)	<b><i>Interview w/ Entrepreneur Due</i></b>
Thur	30-Nov	Exam 3 Review Day	<i>Come to class with questions</i>
Tues	5-Dec	Exam 3	<i>In class Exam 3</i>

\* All assignments are due by 9:00am on the date noted above via Carmen upload.