



THE OHIO STATE UNIVERSITY

Fisher College of Business

Entrepreneurship

MHR 2500

Spring Semester 2018

Instructor: Bradley Skousen

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

Office: 230 Fisher Hall

Office Hours: Tuesday 12 to 1pm, or by appointment

Email: skousen.2@osu.edu

REQUIRED TEXT:

There is no textbook for this class. However, you will need to purchase and read as part of this class two books, listed below. Other assigned readings and course material will be posted to CARMEN.

Kander, Diana; All in Startup. ISBN **9781118857663**.

Knight, Phil; Shoe Dog: A memoir by the Creator of Nike. ISBN **9781501150111**

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 points and weighted according to the following scheme:

Course Grade Component	% of Grade
Book Review(s)	10%
Business Model & Pivoting Assignment	5%
Formal Interview with Entrepreneur	5%
Exam 1	35%
Exam 2	35 %
Exam 3	10%
Total	100%

GRADING SCALE:

Points	Letter Grade
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 11:59pm 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; 614-292-3307; 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*:	
Topic 1: Course Introduction			
Tue	9-Jan	Course Overview & Syllabus Review	Read Course Syllabus
Topic 2: Entrepreneurship: What is it and Why is it Important?			
Thur	11-Jan	Entrepreneurship Overview	N/A
Topic 3: Entrepreneurial Mindset			
Tue	16-Jan	How do Entrepreneurs Think/Behave Differently?	N/A
Thur	18-Jan	How can I develop those skills/habits?	N/A
Topic 4: Ideation and Opportunities			
Tue	23-Jan	Entrepreneurship Process & Generating Ideas	N/A
Thur	25-Jan	From Idea to Opportunity	N/A
Topic 5: Business Model Generation			
Tue	30-Jan	Business Model Canvas	N/A
Thur	1-Feb	Types of Business Models	N/A
Tue	6-Feb	MVP / Customer Development Process	N/A
Thur	8-Feb	Business Model Disruption	N/A
Tue	13-Feb	Exam 1 Review	Come to class with questions
Thur	15-Feb	Exam 1	In class Exam 1
Topic 6: Managing the New Venture			
Tue	20-Feb	Building the Team	N/A
Thur	22-Feb	Storytelling	N/A
Tue	27-Feb	Guest Lecturer (TBD)	Business Model & Pivoting Due
Thur	1-Mar	Financing the New Venture	N/A
Tue	6-Mar	Financing the New Venture (Continued)	N/A
Thur	8-Mar	Managing Venture Growth and Cash Issues	N/A
Tue	13-Mar	No Class: Spring Break	N/A
Thur	15-Mar	No Class: Spring Break	N/A
Tue	20-Mar	Legal Issues for Entrepreneurs	N/A
Thur	22-Mar	Harvesting	Interview w/ Entrepreneur Due
Tue	27-Mar	Exam 2 Review Day	Come to class with questions
Thur	29-Mar	Exam 2	In class Exam 2
Topic 7: Special Types of Entrepreneurship			
Tue	3-Apr	Corporate Entrepreneurship	N/A
Thur	5-Apr	International Entrepreneurship	N/A
Tue	10-Apr	Social Entrepreneurship	N/A
Thur	12-Apr	Social Entrepreneurship (Continued)	N/A
Tue	17-Apr	Exam 3 Review Day	N/A
Thur	19-Apr	Exam 3	In class exam 3, Book Reviews Due

*** All assignments are due by 11:59pm on the date noted above via Carmen upload.**