Course Overview: So you have been in school for years, learning and preparing. You have knowledge and skills in a discipline, but where and how do you use that wealth of knowledge? How do you transform and/or apply that knowledge to innovations that have value in the marketplace? And when you have an idea or application, how do you test it and pitch it into consideration? Those are the key topics of this course.

The primary format for learning in this course is seminar style with reading, researching and sharing of information as well as structured, experiential activities designed to build skills through practice and interpersonal exchange. Class time is devoted to discussion, observation, feedback, exercises and presentation.

Specific Objectives: Course activities revolve around several specific objectives that become demonstrable activities by the end of the semester. Specifically, you should be able to:

1. Identify sources of ideas.
2. Demonstrate how to screen ideas and opportunities effectively.
3. Research, critique and develop various components of a business plan.
4. Explain resource options available to entrepreneurs and consider strategies for securing them.
5. Communicate ideas effectively to the variety of audiences appropriate to opportunities under consideration.
6. Prepare, critique and present a basic business plan.
7. Improve communication skills necessary to perform as effective professionals.

Attendance and Participation: Class attendance and participation are required due to the seminar and experiential nature of the class. If you are late to class, please enter quietly. Also remember to turn off cell phones until class is over. During class, please participate in the discussions and exercises.

Assignments: You will complete several types of assignments during the semester. Written directions for each assignment will be distributed and discussed in class. Each Assignment Sheet includes information about due dates, product specifications, grade value of products, and grading criteria.

While your instructor reserves the right to adjust assignments and their values, you may expect our assignments and their value to be as follows:

- Market analysis 25%
- Critique of environmental and/or financial analysis 25%
- Pitch 25%
- Business plan/critiques 25%
**Grades:** Grades are assigned for class participation (exercises, assignment activities, and discussion), presentations, cases, and final copy of products. Expect occasional in-class writing, especially in response to materials from classmates.

Each assignment is graded, based on criteria for that assignment. Assignments carry individual weights toward your final grade with individuals weights indicated on each Assignment Sheet. Typically your papers are returned for consideration within two weeks and/or before the next product are due.

Normally a grade of "Incomplete" is not available; if a problem arises, please see me and we will work on the issues.

The penalty for plagiarism is an automatic "F" and possible dismissal from the University. We will discuss the meaning of the term in class.

**Academic Integrity:** The strength of the University depends on academic and personal integrity. In this course you must be honest and truthful. Ethical violations include cheating on exams, plagiarism, reuse of assignments, forgery and falsification, lying, facilitating academic dishonesty and unfair competition.

You will complete some assignments with a colleague. Other assignments you must complete independently. The expectations for different assignments are explained on the Assignment Sheets.

You must reference sources of information in your papers. We will discuss guidelines for references in class.

Report any violations of academic integrity that you witness to your instructor. You may consult the Associate Dean of Student Affairs and/or the chairperson of the Ethics Board beforehand. See the guide on “Academic Ethics for Undergraduates” and the Ethics Board Web site (http://ethics.jhu.edu) for more information.

**Conferences:** Informal or scheduled visits are welcome anytime during office hours.

**Papers:** Papers must be printed by laser or inkjet and submitted on appropriate paper for the kind of product you are writing. Most copy will be submitted on 8 1/2" x 11" paper with 1" margins on all sides; further, the document format should conform to standard practice for business communication. Place your name and appropriate identification on each page. Staple pages together rather than place them in a binder. Back up your work and keep a copy of each paper for your records. Your graded papers will be returned for your examination and as part of a general class discussion. Note on the Assignment Sheets how many copies of any given assignment you must submit; occasionally you may be asked to submit more than one copy of some draft materials.

**Due Dates:** Products are due as class begins on the date indicated on the Assignment Sheet. Papers will not be due on religious holidays you observe.

**Writing Assistance:** You will find a tutor to help you with a specific skill, a grammatical problem, or provide a general reaction to your draft at the JHU Writing Center. The phone number is (410) 516-4258 or via email at writingcenter@jhu.edu.
Accommodating Students with Disabilities: The University and your instructor are committed to provide appropriate accommodations for students with documented disabilities. Turn in documentation and register with the Associate Director for Disability Services, Garland Hall, Suite 130, and (410) 516-8949. Notify me of your special needs early in the semester. If issues occur during the semester, please bring information within two weeks.

Texts: While there are no texts absolutely required for this course, expect to read papers and studies for most classes as well as portions of *The New Business Road Test* by J. W. Mullins - ISBN 978-0-273-70805-6. There will be cases and samples to read each week.

Class Schedule: The following class schedule describes how we will spend our time together this semester. While the schedule may change due to class dynamics and your instructor reserves the right to change this schedule, use the draft to plan your semester activities. Complete the readings for the class period in which they are listed.

<table>
<thead>
<tr>
<th>Meeting</th>
<th>Expected Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduce class, expectations and assignments. Review rules, assignments and semester plans. Review and discuss elements of business plans. Work with basis of ideas.</td>
</tr>
<tr>
<td>2</td>
<td>Review and discuss requirements for an effective business model with emphasis on market analysis. Work with samples. Experience sample focus group.</td>
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<tr>
<td>3</td>
<td>Turn in Assignment #1. Review and discuss the outcomes of the first assignment. Discuss industry analysis and review samples. Begin discussion of risk analysis.</td>
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<tr>
<td>4</td>
<td>Introduce and discuss best practices for dealing with risk analysis. Review samples.</td>
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<tr>
<td>5</td>
<td>Discuss finances and sources of revenue. Discuss ways of calculating, presenting and discussing money. Turn in assignment #2.</td>
</tr>
<tr>
<td>6</td>
<td>Consider ways to present information effectively to investors. Review presentation, writing and visual techniques and best practices. Review samples. Turn in assignment #3.</td>
</tr>
<tr>
<td>7</td>
<td>Present business plan/critique. Turn in assignment #4.</td>
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