



**Entrepreneurial Strategy**  
**MGMT: 3100 (3 credits)**

SPRING 2018

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Professor Name: Mrs. Charla Caponi

Professor Email: [charlanoelcaponi@gmail.com](mailto:charlanoelcaponi@gmail.com)

**Course Description :** In this class we will study the entrepreneurial process as it applies to the creation of a new venture and growing an existing organization. The concepts and skills developed in the course are applicable to both traditional corporate ventures and new and emerging companies.

**Course Objectives**

The course attempts to encourage an integrated, cross-functional perspective of how organizations identify and evaluate opportunities and develop strategies to compete in a global marketplace. It concentrates on creativity and innovation, opportunity recognition, venture screening, identification of resources and strategic business planning. Entrepreneurship is not just about business. It is about ideas regarding new products or services or new approaches to manage processes. So the course will encourage you to improve your creativity skills which is the basis for innovation.

The primary learning objectives are:

- To develop a comprehensive definition of entrepreneurship and recognize its importance to long-run economic growth.
- To identify and understand the most commonly cited characteristics found in successful entrepreneurial leaders.
- To explore the role of entrepreneurship, creativity and innovation in the formation of new ventures and growth of existing organizations.
- To study the models and criteria used by entrepreneurs, senior business executives and the investment community to evaluate and pursue entrepreneurial opportunities.
- To learn the components of a strategic business plan and understand the importance and benefits of the strategic business planning process.

**Course Materials & Resources:**

- **Textbook:** Entrepreneurship: Successfully launching New Ventures, 3/e by Bruce R. Barringer and Duane Ireland, Pearson Global Edition.

- **Course Packet:** Lecture slides. Its purpose is to guide students in the lecture and facilitate taking notes. Most slides in the packet merely highlight the topics. You have to take notes in class and read the book to obtain the details. Always come to the lecture with your course packet.
- **Reading material:** during the course, I will provide you reading materials related to the topic discussed in class.

## Grading:

Grades are distributed as follows:

### Points Allocation:

Homework and Participation	10%
1 <sup>st</sup> Exam	30%
2 <sup>nd</sup> Exam	30%
3 Quizzes (2 in class, 1 in company tour)	10%
Project	20%
<b>TOTAL</b>	<b>100%</b>

Grades will be assigned on the basis of total points earned and will take into account relative class standing in line with the University of Iowa's guidelines. Active, meaningful class participation will positively influence borderline grades and +/- grades will be used. Class participation will include but not limited to - verbal participation in course, quantity and quality of participation, paying attention, and attendance\*. Course grades will be approximately distributed according to the recommended guidelines of the Marketing Department at the University of Iowa, which is 30% A's, 40% B's, 25% C's and 5% D's. These are only guidelines.

## Participation

Most importantly, **no cell phones or laptops** - even on mid-class breaks. Electronic devices distract the learning process.

\*Class discussion and your contributions are important. Some of the criteria which impact effective class participation (and hence your grade) are:

- Is the participant a good listener?
- Is the participant willing to interact with other class members?
- Does the participant present information relevant to the discussion?
- Is the participant willing to challenge (in a constructive manner) statements from other students, guests and the instructor?
- Do the participant's comments add to our understanding of the situation?
- Do the participant's comments show evidence of analysis of the case or information being discussed?
- Does the participant distinguish among different types of data (i.e., facts, opinion, beliefs, etc.)?
- Does the participant exhibit a willingness to offer new ideas, theories, or facts, or are the participant's comments a repetition of case facts without analysis and conclusions?
- Do the participant's comments clarify and highlight important aspects of earlier points and lead to a clearer statement of the concepts being covered?

*Each student is expected to contribute actively in class discussions utilizing personal knowledge, as well as information gleaned from the readings. Thus, students will learn from each other as well as from the instructor. It is the responsibility of each student to come to class fully prepared.*

## Attendance Policy

Attendance at all classes and CIMBA sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:

- a. 1st absence will result in a loss of a 1/3 of a letter grade in that class (1/2 in the summer program)
- b. 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- c. 3rd (cumulative) absence will result in a dismissal from the program.

Absences due to illness require a note from the CIMBA Office Staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence.

## **Grievance Policy**

Student concerns regarding this course should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the CIMBA Interim Director, Stephanie Schnicker (319-335-1041, [stephanie-schnicker@uiowa.edu](mailto:stephanie-schnicker@uiowa.edu)). The Director will review the details of the complaint and involve the Associate Dean of the Undergraduate Programs, as needed.

## **Academic Misconduct**

The Tippie College of Business at the University of Iowa follows an honor code regarding academic misconduct. That code can be found at <http://tippie.uiowa.edu/honorcode.cfm> and includes cheating, plagiarism, unauthorized collaboration, obtaining an unfair advantage, forgery, facilitating academic dishonesty, and misrepresentation. Be sure you are familiar with this code. Students who exhibit academic dishonesty will receive a zero (0) for the assignment or examination involved and may receive an "F" for the class. All incidents of cheating will be reported to the CIMBA staff, as well as to the Senior Associate Dean of the Tippie College of Business. The decision of the professor may be appealed to a Judicial Board. The Honor Code for the Tippie College of Business will determine the appropriate appeal process.

## **Accommodating Students with Disabilities/Academic Accommodations**

A student seeking academic accommodations such as a modification of seating, testing, timing, etc. should first register with Student Disability Services, then contact the CIMBA Italy Office ([cimba-italy@uiowa.edu](mailto:cimba-italy@uiowa.edu)) to make further arrangements. See <http://sds.studentlife.uiowa.edu> for more information.

## **Sexual Harassment**

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. If you feel that you are being or have been harassed or you are not sure what constitutes sexual harassment, we encourage you to visit the University website, [www.sexualharassment.uiowa.edu/index.php](http://www.sexualharassment.uiowa.edu/index.php), and to seek assistance from the CIMBA Interim Director, Stephanie Schnicker, at 319-335-1041 or [stephanie-schnicker@uiowa.edu](mailto:stephanie-schnicker@uiowa.edu).

*This Syllabus is subject to change*