**Syllabus for ENTRP 489**

**Entrepreneurial Management**

**Class Days/Times/Location:**

Online

Class Website: In addition to your angel course space, lecture slides, syllabus can also be available at <http://entrp489.weebly.com>. This site however **will not** have the Harvard Case studies. The PowerPoint Related to the cases studies will be available.

**Instructor:**

Avimanyu (Avi) Datta

Ph.D. Candidate, Department of Entrepreneurship and Information Systems

College of Business, Washington State University

Todd Hall 440C

Email: adatta@wsu.edu; avimanyu.datta@gmail.com

**Office Hours:**

Please send me an email or feel free to use the **Discussion Board🡪 Questions for Instructor** to get in touch with me.

**Course Description:**

You’ve written a compelling business plan, secured ample seed funding, hired your initial team, signed a lease for your initial facilities, and you’ve opened your doors for business. Now what? The purpose of this course is to enable you to discover and maximize your leadership style, to learn to distinguish appropriately between leading versus managing and to know when and how to balance these two important skills. You will also learn to successfully manage and grow a new venture, whether it be a for-profit or a not-for-profit entity, through each of the stages of growth that new firms undergo. A successful entrepreneur needs to be able to not only envision and launch a new company but also, and perhaps more important, be able to manage a new company well and grow it successfully from being a mere start-up to a successful, on-going, business organization where other people like to work and can succeed.

**Required Text:**

* Leading at the speed of growth: Journey from Entrepreneur to CEO. Katherine Catlin and Jana Matthews. Kaufman Center for Entrepreneurial Leadership. 2001.
* Discovering the leader in you: Guide to realizing your personal leadership potential. Robert Lee and Sara King. Center for Creative Leadership. 2001.
* Set of Harvard Business School Cases (Mae available on Angel).

**Accessing Class Notes and Cases.**

* There will be class notes in PowerPoint for each chapters of the book. To read the notes associated with the chapters. The abbreviation for the first book is LATSOG and the second book is DTLIY. To read the notes do the following:

**Go to**: **Content**🡪 **Notes on Chapters and Cases**🡪 **Locate the topic and download the PPT notes.**

Or directly download from <http://entrp489.weebly.com/lecture-presentations.html>

* To Read the cases do the following:

[**http://cb.hbsp.harvard.edu/cb/access/7859076**](http://cb.hbsp.harvard.edu/cb/access/7859076)

* To read access the notes associated with the cases do the followings

**Go to**: **Content**🡪 **Notes on Chapters and Cases**🡪 **Locate the name of the case and download it**

Or directly download from <http://entrp489.weebly.com/lecture-presentations.html>

**Course Objectives**:

Upon successful completion of this course, you should be able to:

* Better understand the need of change to adapt to changing environmental conditions.
* Understand why firms need to keep running fast to maintain their position.
* How to Lead entrepreneurially, which includes not only leading within a new venture but also leading change, innovation, and new offerings within existing, established organizations.
* Understand the importance of change and embracing that.
* How your company becomes a different entity that it started. Remember Intel was in the business of making DRAM. And Nokia made paper.

**Description of Assignments**:

Description of assignments are below:

**Mapping Out Your Future – 10 points (Length 2 pages)**

The first assignment requires that you map out your professional future and is comprised of several components. First, describe your ultimate career goals. What is it that you want to achieve and why? Do you want to be the CEO of a large corporation, or perhaps the CFO or CIO? Do you want to become a partner in an accounting or consulting firm regionally or nationally, or perhaps become a leader regionally or nationally in a profession such as accounting? Do you want to launch and/or run your own firm? Do you ultimately want to run your own venture capital fund? Do you ultimately want to devote your time and efforts to a not-for-profit entity exclusively in order to give back to society? Describe what it is you ultimately want to achieve, no matter what that might be, and then explain why? What is it that drives you toward this goal, both personally and professionally? Do you want to change the world, be in charge of your own destiny, be able to buy a nice vacation home, leave lots of time in your life so that you can devote it to your hobbies, be in service to others, have balance in your life so you have ample time for family and friends, or some combination of the above?

Second, what are the intervening steps and critical success factors that have to happen in order for you to reach your ultimate goals, and why? What is the first job that you need to have right after graduation? What intervening jobs will you need to have? Which graduate degrees, additional training, and/or additional professional education or certifications will you need? When and where will these need to happen? Why will you need each of these? How will they enable you? Map out these steps graphically, and chronologically, and explain each in writing.

For this writing assignment and each of the writing assignments described below you will be graded based on timeliness, completeness, organization, quality, and professionalism.

**To Upload Go to: Content🡪 Assignments🡪 Mapping your Future**

**Case Study Summaries 9 cases \* 10 points each = 90 points**

There are nine case studies in class. To read the cases go to

**Go to:** [**http://cb.hbsp.harvard.edu/cb/access/7859076**](http://cb.hbsp.harvard.edu/cb/access/7859076)

To read/ access the notes associated with the case go to

**Go to: Content🡪 Notes on Chapters and Cases🡪 Locate the name of the case and download it.** You can also download the notes from <http://entrp489.weebly.com/lecture-presentations.html>

You will be asked to submit summaries of each of them, individually. The summaries are **not to exceed 5 pages (Double Spaced)**, and must stress on the following points.

1. What was the case about? (3 points)
2. What are the key points? (3 points)
3. What did you learn from it in regards to the course objectives and your future goals? (3 points)
4. Clarity of thought (1 point)

Thus, each student has to submit 9 summaries.

To upload Summaries go to

**Go to: Content🡪 Assignments🡪 Case Summaries🡪 Find the appropriate folder and upload.**

**Detailed case Presentation and Report (80 points)**

You will be formed into groups of students. Of the nine cases, each group will be assigned one. The cases are deliberately chosen prior to 2007. Although you will essentially present the case, you will be required to go beyond the content of the case and explain challenges that your assigned firms faced and how are they addressing those.

**As a group you will be required to make a power point presentation slide-deck (40 points)**

15-25 slide Presentations (Look at schedule for your dates)

* Contents
	+ Executive Summary
	+ Brief History: key Milestones
		- Expand on Key developments/ launching of key products, expansion etc.
	+ Case Description
		- Brief Summary of the case
	+ Current Challenges
		- What are some of the current challenges that the company is facing?
		- How are they doing against recession?
	+ Looking Ahead: What would you have done differently? Does that match with what the company did between the time the case ended and now and your intentions?
		- As a CEO of this firm how will you take the company in a direction (based on current challenges), and Why?
* To upload your Final Group Presentation do the following

**Go to**: **Content**🡪 **Assignments**🡪 **Group Presentation (PPT)**

**As a group you will be required to write a report (40 points)**

* Not to exceed 20 pages (Due May 4, at 5:00 PM)
* Contents
	+ Executive Summary
	+ Brief History: key Milestones
		- Expand on Key developments/ launching of key products, expansion etc.
	+ Case Description
		- Brief Summary of the case
	+ Current Challenges
		- What are some of the current challenges that the company is facing?
		- How are they doing against recession?
	+ Looking Ahead: What would you have done differently? Does that match with what the company did between the time the case ended and now and your intentions?
		- As a CEO of this firm how will you take the company in a direction (based on current challenges), and Why?
* To upload your Final Group Paper do the following
* **Go to**: **Content**🡪 **Assignments**🡪 **Group Final Case Paper**

**Participation (20 points)/ Discussion Board**

For *Participation and Professionalism* each student is expected to attend and contribute to each and every class session in civil, constructive, value-adding ways. Participation is grades based on the student’s involvement in the Discussion Board related to presentations uploaded, topics from the texts and also cases. I would highly encourage students to ask me questions on topics and cases through emails and Discussion Board.

On the first week of class of the students will write a few lines introducing themselves to the class in the discussion board by **16th** Jan **11:55 PM**

**Got to: Content 🡪 Discussion Board🡪 Discussion –Introduce yourself**

PowerPoint presentations on chapters and cases will be uploaded on designated days as per schedule. **I may open a discussion board based on the class topic of the day, some current affairs.** Students are **“strongly” encouraged** to share their experiences and takes on the topics of the day. Students too can start their own forums.

* Discussion Forums for Chapter Topic: **Got to: Content** 🡪 **Discussion Board**🡪 **Chapter Topics**
* Discussion Forums for Cases: **Got to: Content** 🡪 **Discussion Board**🡪 **Case Topics**

**Summary of Grading and Assignments**:

|  |  |  |  |
| --- | --- | --- | --- |
| Assignments | Points  | Percentage | Mode of Submission |
| Individual  | Mapping Out Your Future | 10 Points | 5% | **Content**🡪 **Assignments**🡪 **mapping your Future** |
| Case Study Summaries | 9 cases \* 10 points each= 90 Points  | 45% | **Content**🡪 **Assignments**🡪 **“Appropriate Case”** |
| Participation  | 20 Points  | 10% | Content🡪 Discussion Board🡪 Chapter TopicsContent🡪 Discussion Board🡪 Case Topics |
| Group | Power Point Presentation of one case (Detail) | 40 points | 20% | **Content**🡪 **Assignments**🡪 **Group Presentation** |
| Final paper on the same case | 40 points | 20% | **Content**🡪 **Assignments**🡪 **Group Paper** |
| Total | 200 | 100 |  |

**Grading Policy:**

We are building a “world class” entrepreneurship program and business school overall with high standards and expectations. As such, this course will be rigorous and grading will be demanding. The table below shows how the point scores on each assignment (points given on a scale from 1 to 100) correspond to letter grades. There will typically be no “curving” of the grade distribution.

|  |  |  |
| --- | --- | --- |
| **Letter Grade** | **Point Score** | **GPA** |
| A | 94-100 | 4.0 |
| A- | 90-93 | 3.7 |
| B+ | 87-89 | 3.3 |
| B | 84-86 | 3.0 |
| B- | 80-83 | 2.7 |
| C+ | 77-79 | 2.3 |
| C | 74-76 | 2.0 |
| C- | 70-73 | 1.7 |
| D+ | 67-69 | 1.3 |
| D | 60-66 | 1.0 |
| F | 0-59 | 0.0 |

**Class Conduct and Related Policies:**

*Late Assignments:* Assignments are due by 5:00 PM on dates indicated on syllabus. Late assignments will be allowed only in cases of unavoidable personal or family emergencies and the student must notify me **prior to the class when it is due**. In all other cases there will be a significant reduction in points for late assignments.

*Late or Absent from Class:* Since this is not a regular lecture, students participation is what I will be seeing into Discussion Board. I strongly urge students to participate through means of Discussion Board and share their view points. **On occasions I will open a discussion board based on the class topic of the day, or on a current affair. Students are required to participate on this forums.**

*Grade Appeals:* If you believe there was a mistake made in the grading of one of your assignments please notify me promptly and I will determine whether a review of the assignment is warranted.

*Incomplete Grade:* Students will not be given an incomplete grade in the course without a documented medical reason.

 *Students with Disabilities:* Students with disabilities are encouraged to take part in this class and should contact the instructor to make arrangements for any needed accommodations. Please notify the professor during the first week of class of any accommodations needed for the class. All accommodations must be approved through the Disability Resource Center (DRC) in the Administration Annex, Room 205. The student must complete an accommodation form with the DRC staff with enough lead time for the accommodations to be made.

*Cheating:* Students are expected to uphold the WSU Standards of Conduct for Students in all aspects and particularly relating to academic dishonesty. Students assume full responsibility for the integrity and originality of the academic work they submit. Any student violating the honor code is subject to a failing grade for the class and will be reported to the Office of Student Conduct in the Lighty Student Services Building, Room 190. If you have any questions or wish to see a current copy of the conduct code, please visit the Office of Student Conduct.

*Campus Safety:* At WSU we are all firmly committed to campus safety for everyone here at the university. In order to be prepared in case of an emergency, please investigate these too links on campus safety here at WSU: [http://safetyplan.wsu.edu](http://safetyplan.wsu.edu/) and <http://oem.wsu.edu/emergencies>

**Schedule**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week**  | **Topic** | **Readings** | **Assignments** | **Due Date****(Time 11:55PST)** |
| 1 | Introduce Yourself |   | *Introduce yourself in Discussion Board* | 16-Jan-10 |
| The Challenges of Growth  | LTSOG Chapter 1: Book + PowerPoint (Notes) | *Participate in Discussion Board* |
| Initial Growth | LTSOG Chapter 2: Book +PowerPoint (Notes) | *Participate in Discussion Board* |
| 2 | Leadership and Life  | DTLIY Chapter 1: Book + PowerPoint (Notes) | *Participate in Discussion Board* | 23-Jan-10 |
| **Upload Mapping your future Assignment** |
| 3 | **Case Study** | **INTEL: Read Case + PowerPoint (Notes)** | **Upload Intel Summary**  | 30-Jan-10 |
| *Participate in Discussion Board* |
| 4 | Realities and Expectations | DTLIY Chapter 2: Book + PowerPoint (Notes) | *Participate in Discussion Board* | 6-Feb-10 |
| 5 | **Case Study** | **SAP America: Read Case + PowerPoint (Notes)** | **Upload SAP Summary**  | 13-Feb-10 |
| *Participate in Discussion Board* |
| 6 | Rapid Growth | LATSOG Chapter 3: Read Book + PowerPoint (Notes) | *Participate in Discussion Board* | 20-Feb-10 |
| 7 | **Case Study** | **Starbucks: Read case + PowerPoint (Notes)** | **Upload Starbucks Summary** | 27-Feb-10 |
| *Participate in Discussion Board* |
| 8 | Leadership Vision and Personal Vision | DTLIY Chapter 3: Book + PowerPoint (Notes) | *Participate in Discussion Board* | 6-Mar-10 |
| 9 | **Case Study** | **HP-Compaq: Case Study + POwerPoint (Notes)** | **Upload HP-Compaq Summary** | 13-Mar-10 |
| *Participate in Discussion Board* |
| 10 | **Case Study** | **Apple-Computers: Case Study +POwerPOint (Notes)** | **Upload Apple Summary** | 20-Mar-10 |
| *Participate in Discussion Board* |
| 11 | Continuous Growth | LTSOG Chapter 4: Book + PowerPoint (Notes) | *Participate in Discussion Board* | 27-Mar-10 |
| Organizational Values  | DTLIY Chapter 4: Book + PowerPoint (Notes) | *Participate in Discussion Board* |
| 12 | **Case Study** | **Ladders: Case Study + PowerPoint (Notes)** | **Upload Ladders Summary** | 3-Apr-10 |
| *Participate in Discussion Board* |
| 13 | **Case Study** | **Linkedin: Case Study+PowerPoint (Notes)** | **Upload Linkedin Summary** | 10-Apr-10 |
| *Participate in Discussion Board* |
| 14 | **Case Study** | **Nokia: Case Study+PowerPoint (Notes)** | **Upload Nokia Summary** | 17-Apr-10 |
| *Participate in Discussion Board* |
| 15 | **Case Study** | **MySpace: Case Study+PowerPoint (Notes)** | **Upload MySpace Summary** | 24-Apr-10 |
| *Participate in Discussion Board* |
| 16 | **Group Presentation/ paper** | **None** | **Upload Group Presentation** | 4-May-10 |
| **Upload Group Paper** |