

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BUSI 336

INTRODUCTION TO ENTREPRENEURSHIP

COURSE DESCRIPTION

A practical study in applying the basic business concepts for an entrepreneurial start-up. Students learn to develop business ideas from initial concept to opening the doors, creating the value proposition, defining the opportunity, analyzing the feasibility, developing a basic financial platform and building a go-to-market strategy. The course builds on foundational concepts in marketing, finance, management and sound Biblical principles, applying them specifically to an entrepreneurial startup.

RATIONALE

There has never been a more exciting time to study entrepreneurship, especially given the challenging economic conditions and shifting governmental focus. Across the world, young entrepreneurial firms are creating new products and services that make lives easier, enhance productivity, improve health, and entertain in new ways. Although entrepreneurial startups are often driven by the passion and ingenuity of the entrepreneurs, applying core business concepts to the startup process can optimize the return on an investment of money, sweat and tears.

This course will develop students desiring to become successful entrepreneurs, creating opportunities from ideas and starting a business from scratch with a Christian worldview. For those not quite ready to start their own business, these skills will provide an “entrepreneurial” or ownership attitude that can propel a person’s career to new heights.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Define the field of entrepreneurship and identify traits of successful entrepreneurs. (Program Learning Outcomes 1, 2, and 3 Supported)
- B. Develop a potentially successful business idea using the concepts from the assigned readings and presentations and evaluate the success feasibility of that business idea. (Program Learning Outcomes 1, 2, and 3 Supported)
- C. Construct and present a business opportunity, the feasibility for success, value proposition, business model, go-to-market plan, key operational features, supporting financial projections and initial funding plans. (Program Learning Outcomes 1, 2, and 3 Supported)
- D. Integrate Christian Worldview within the field of entrepreneurship and the specific business idea that is developed. (Program Learning Outcomes 1 and 3 Supported)

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and presentations
- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums

There are six (6) discussion boards where you will post a thread in the Discussion Board. Posts should fully answer the question or requirements stated for the discussion board and be a minimum of 400 words. Initial postings must be made by 11:59 p.m. (ET) on Thursday of the assigned module/week, so all class members may read, reflect, and reply to the thoughts of each other. You must post a reply to at least two peers' posts by 11:59 p.m. (ET) on Monday of the assigned module/week. Replies should add significant depth to the conversation and not just encourage or congratulate on a good post. Replies should be a minimum of 150 words and follow APA format.

- D. Group Project

Each student will participate in a group project that identifies a potential business opportunity, evaluates the feasibility of the opportunity and develops a business plan presentation that explains how the opportunity will be executed. Students may elect to complete the group project by themselves if they have a specific opportunity they are evaluating, with the plan of actually starting the business.

The group project will consist of an Entrepreneur Self Analysis, Business Idea Definition, Feasibility Analysis (3), Go-to-Market Strategy, Draft Business Presentation and Final Business "Pitch Deck" Presentation. Full participation by each student in the group project is a critical success factor for the course. It will be evaluated by the instructor on a weekly basis.

E. Quizzes (3)

You will take 3 objective, open-book/open-note quizzes. Each exam will consist of 25 multiple choice and essay questions and have a 1-hour time limit. Each essay question answer must be written as a short essay, citing sources if applicable. Exams 1 and 2 are due by 11:59 p.m. (ET) on Monday of the module/week in which they are assigned. Exam 3 is due by 11:59 p.m. (ET) on Friday of Module/Week 8.

F. Integration of Faith and Learning

Integrated faith with the learning objectives of the course is a primary objective for the course. Each assignment will include questions or requirements that encourage students to apply the principles of a Biblical World View to their business idea development and decision making processes.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Class Introduction	0
Discussion Board Forum (6 @ 60 pts ea)	360
Group Research Paper	
Group Track Designation	0
Entrepreneur Self Analysis	40
Business Idea Definition	60
Feasibility Analysis (3 @ 60 pts ea)	180
Go-to-Market Strategy	60
Draft Presentation	50
Final Presentation	100
Quizzes (3 @ 50 pts ea)	150
Total	1010

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

BUSI 336 - Introduction to Entrepreneurship

Course Schedule

	READING & STUDY	ASSIGNMENTS	POINTS
1	The Field of Entrepreneurship Intro to Entrepreneurship Week 1	CRC Student Introduction Discussion Board 1 Group Track Designation Entrepreneur Self Analysis	10 0 60 0 30
2	Crafting Business Ideas Intro to Entrepreneurship Week 2 Video/Preso on Value Propostion	Discussion Board 2 Business Idea Definition (Group) Quiz 1 (Readings Week 1,2)	60 60 50
3	Industry Feasibility Intro to Entrepreneurship Week 3	Discussion Board 3 Industry Feasibility Analysis (Group)	60 60
4	Product Feasibility Intro to Entrepreneurship Week 4 Video/Preso on Revenue Forecasting	Discussion Board 4 Product Feasibility Analysis (Group)	60 60
5	Go to Market Strategy Review Intro to Entrepreneurship Week 4	Go-to-Market Strategy (Group) Quiz 2 (Readings Week 3,4)	60 50
6	Financial Feasibility Intro to Entrepreneurship Week 6	Discussion Board 5 Financial Feasibility Analysis (Group) Draft Business Presentation	60 60 60
7	Entrepreneurial Business Strategies Intro to Entrepreneurship Week 7	Discussion Board 6	60
8	Entrepreneurial Social Responsibility Review Intro to Entrepreneurship Week 7 JFL Readings	Final Business Preso (w/IFL & CSR) Quiz 3 (Readings Week 6,7)	100 50
TOTAL			1010

NOTE: Each course week (except week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on **Friday**.