Notre Dame de Namur University  
School of Business and Management  
BUS2340-09, Entrepreneurial Management/Marketing, Spring, 2020  

Course and Contact Information

Instructor: Dr. Christopher Lim  
Office Location: TBA  
Telephone: 650-5426389 (cell)  
Email: clim@ndnu.edu (preferred contact method)  
Office Hours: By appointment, please feel free to email to set up an appointment  
Class Days/Time: March 21 – May 2, 2020  
Classroom: Online (Moodle)

Instructor Background

Dr. Christopher Lim holds a PhD in Management specialized in Leadership and Organizational Change with Walden University and a Master’s in International Marketing from University of Strathclyde. Dr. Lim’s dissertation studied the relationship of corporate social responsibility with financial performance among the S&P500 firms. A global corporate executive with global airline and supply chain firms for more than two decades, he held key positions as global director responsible in managing key clients such as Apple Inc. and other named corporations. In his role as Senior Director for Commercial Development, he led a team of supply chain professionals in a global supply chain firm and had responsibility for the Americas region. His calling and passion as an educator became a reality when he transitioned into academia in 2016. In addition to teaching Marketing and Management courses at NDNU, Dr. Lim also conducts International Business and Operations Management courses with San Jose State University(SJSU). He was conferred the Master Teacher award for both years consecutively in 2018 and 2019 at SJSU. Leveraging on his more than two decades experience as a global executive and a dedicated educator, Dr. Lim founded E.A.S.E. Education with the aim to teach our GEN-Z population the soft skills of public speaking and debate coupled with technical knowledge in the field of Artificial Intelligence.

Instructor Publications


Required Text


Course Format
Instructional Method:
The online class format will be conducted on Moodle Learning Management System(LMS) asynchronously on all class days throughout the course term. Students will take an active role in leading discussion of cases, presenting cases, and providing critical commentary. The class will involve discussions, online posts, and dialogue as major elements in the learning strategy, although lecture slides posted on Moodle will be utilized to provide grounding for subject content. Individual participants will be responsible for completing reading assignments, and participating in discussion of those readings, and completion of assignments/tests.

Course Description
The course focuses on policy formulation and implementation in smaller firms. Topics include theories of entrepreneurship, startup and acquisition analysis, and financial, personnel, and marketing issues relevant to effective small business management.

Workload: In addition to class attendance, every Intensive class at NDNU includes assignments estimated to take approximately three (or more) hours per week per unit outside of class (14 hours). The distribution of average weekly hours of instruction/study for this class will follow that norm, equaling a total of 16-18 hours a week, generally in accordance with the following:

Distribution of Average Weekly Hours of Instruction/Study = Total of 16-18hrs per week

- Class Contact Hours: 4
- Text Readings and Note Taking: 4
- Research and Writing Assignments: 5
- Term Projects Research: 3

INTENSIVE BUSINESS ADMINISTRATION PROGRAM LEARNING OBJECTIVES (PLO): Students will:

1. Acquire and demonstrate analytical and problem-solving skills within various disciplines of business—accounting, economics, finance, management and marketing.
2. Learn to describe, discuss and analyze current events in American business with attention to the global, social and ethical dimensions of events.
3. Acquire the communication, research and technological skills needed to analyze a business situation, and prepare and present a management report.
4. Develop critical thinking abilities and a foundation of ethical principles that allows them to work effectively, respectfully, ethically and professionally with people of diverse ethnic, cultural, gender and other backgrounds.

Student Responsibility

1. BEFORE EACH CLASS: to read the relevant chapter in the textbook prior to EACH class. The quality of class interaction and learning experience is directly related to how many and how much students participate and shape the online class discussion. Identifying current news relevant to class topics will make the class more interesting and relevant, and bring discussion closer to your own topic of interests. Bringing up examples of relevant work experience too. In short, be prepared to contribute and get the most out of the online discussion posts.

2. AFTER EACH CLASS: to review the instructor’s slides posted online, and assignments discussed.

3. TO BE PROACTIVE AND ASK FOR SUPPORT AS SOON AS NEEDED FROM:
   - their peers, especially their group members
   - the instructor: students are invited to make an appointment with the instructor should they experience any difficulty or feel they are falling behind.

Note: Regular work is essential to manage course load. Leaving it all to the week prior to the midterms and final will not be effective to assimilate the information required.
Course Learning Outcomes

1. Understand the sources and dynamics of entrepreneurship at the individual and organizational level

2. Enhance the creativity and entrepreneurial skillsets with regard to idea conception and opportunity identification in the business environment.

3. Develop and implement a business, marketing, and financial plan based upon entrepreneurial opportunities defined.

4. Demonstrate knowledge of effective funding strategies and alternatives open for various business plans and ventures.

5. Be able to clearly communicate entrepreneurial management and marketing theories and skills, both orally and in writing, while integrating knowledge gained in earlier Intensive courses

Course Goals: The primary goal of this course is to provide a general foundation of the theories and principles of entrepreneurship at the individual and organizational level. This course increases understanding and awareness towards entrepreneurial management /marketing concepts, processes, and solutions adopted by leaders, individuals, and contemporary organizations. Students also learn how to generate entrepreneurial ideas, incubate attractive opportunities, and develop business plans for new ventures in a competitive business environment.

Course Requirements and Assignments

First Night Written Assignment(30pts): The readings for the first class (Chapters 1&2) discuss what it means to adopt an entrepreneurial mindset and what corporate entrepreneurship entails. Write a brief paper (2 pages, 1.5 spacing, 12 pt font) reflecting on what you have read. What has your experience been in entrepreneurship as a student and/or working for an organization? What type of products or services stand out in your opinion as a consumer and how does entrepreneurship affect the price, quality and distribution of such a product to the consumers? What do you think is lacking or could be improved in the area of entrepreneurship? Submit your assignment to Moodle.

Online Class Participation(150pts): Weekly Discussion Forum Posts

As part of the requirement in an online class, students will log in to Moodle and participate in discussion topics that are posted online for weeks 1-6. Students will read the respective chapters assigned and offer original thoughts, reflection, and cite the sources used (if any) as support for their posts. Students will also need to respond to a minimum of two other students’ posts by offering further insights, feedback, or suggestions that will enlighten the original discussion posts.
Each week, students will respond to questions in a discussion forum on Moodle. Discussion Forum posts will always be due on Friday evenings. Discussion posts will include two mandatory parts:

- A post in which student responds to discussion forum questions (the post should be at least 100 words)
- A minimum of TWO responses in reply to classmates’ posts (each response should be at least 50 words)

**Note that discussion forum posts will count as the majority of student's participation grade, so make sure to submit them fully, and on time!**

**Individual Assignment (120pts)**

a. **Reflection Paper on a Entrepreneurial Management Topic: Due weeks 2,3,5 & 6:** Choose an article from a professional business/management journal; we have several available in the Library. For e.g. International Entrepreneurship and Management Journal-Springer, Journal of Entrepreneurship, Management, and Innovation, The Journal of Entrepreneurship-SAGE, Harvard Business Review, Sloan Management Review and others, many on-line and accessible from home. Choose an article that discusses some aspect of entrepreneurial management theory and/or practice related to the chapters reviewed in that week. In a 2 to 3 pages paper (a) summarize the content of the article, (b) describe how it relates to chapter topics discussed in class, (c) your perspective on what the author is saying, and (d) the key takeaways that can be applied to individual and corporate entrepreneurship. Attached a copy of the article and submit to Moodle. (30pts each)

**MidTerm Exam (100pts)**

The midterm exam will be conducted online on Moodle. The exam is open-book. Exam can be taken only on the assigned dates. No make-up exams will be given unless emergent needs prevent you from taking the exams. In case of prolonged absence that forces you to miss more than on exams, you are required to contact the instructor and the department at your earliest possible time.

**Final Project Paper: Strategic Business Plan to Generate “Start-up” Funding (100pts)**

Generate, develop, and incubate an entrepreneurial business opportunity as an individual that fits the entrepreneurship model learned in the class. Develop a strategic business plan designed for a venture capital firm that you hope to receive funding to launch your proposed business. This will include the following sections: executive summary, company description, products and/or services design, marketing plan, operational plan, management and organization, personal financial statement, startup expenses and capitalization, and financial plan. Your conclusion should include a “call-to-action” pitch to the investors to invest in your start-up.
### Assignments and Grading Policy

<table>
<thead>
<tr>
<th>Assignments (Mid-Term &amp; Final Project Paper)</th>
<th>40%</th>
<th>Midterm (100pts)</th>
<th>Final Project Paper (100pts)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments (Individual)</td>
<td>30%</td>
<td>5 Assignments (30pts each)</td>
<td>Total = 150pts</td>
</tr>
<tr>
<td>Online Discussion Posts &amp; Class Participation</td>
<td>30%</td>
<td>6x weekly Online Discussion (150pts)</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%*</td>
<td>500</td>
<td></td>
</tr>
</tbody>
</table>

*Final grade will be based on the percentage completed of 500 total course points*

### Grading Percentage Breakdown

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>97-100</td>
<td>A+</td>
</tr>
<tr>
<td>94-96</td>
<td>A</td>
</tr>
<tr>
<td>90-93</td>
<td>A-</td>
</tr>
<tr>
<td>87-89</td>
<td>B+</td>
</tr>
<tr>
<td>84-86</td>
<td>B</td>
</tr>
<tr>
<td>80-83</td>
<td>B-</td>
</tr>
<tr>
<td>77-79</td>
<td>C+</td>
</tr>
<tr>
<td>74-76</td>
<td>C</td>
</tr>
<tr>
<td>70-73</td>
<td>C-</td>
</tr>
<tr>
<td>67-69</td>
<td>D+</td>
</tr>
<tr>
<td>64-66</td>
<td>D</td>
</tr>
<tr>
<td>60-63</td>
<td>D-</td>
</tr>
<tr>
<td><strong>59 or &lt;</strong></td>
<td><strong>F</strong></td>
</tr>
</tbody>
</table>
COURSE STANDARDS:

ACADEMIC HONESTY: Academic honesty is a cornerstone of our values at NDNU. If any words or ideas used in an assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Consult the NDNU Student Handbook regarding consequences of misrepresenting your work.

PRIVACY & CONFIDENTIALITY: One of the highlights of the NDNU academic experience is that students often use real-world examples from their organizations in class discussions and in their written work. However, it is imperative that students not share information that is confidential, privileged, or proprietary in nature. Students must be mindful of any contracts they have agreed to with their companies.

LEARNING & OTHER DISABILITIES: If you have a learning disability or other circumstance that requires accommodations in this class, you must bring it to the attention of Program for Academic Support and Services (PASS) to arrange for possible accommodations (650-508-3670).

CLASS ATTENDANCE: Your attendance is very important to your studies at the University. Non-attendance or lack of participation in the class will be considered during the grading process. Two missed classes [or major portions of those classes] will yield an automatic “F” for the course.

WRITTEN ASSIGNMENTS: The School of Business and Management requires the use of the American Psychology Association (APA) publication guidelines as a standard for all papers. If you need help with your writing or need more information about writing in the APA format, please make an appointment at the NDNU Writing Center. You can also visit the APA Style webpage at www.apastyle.org/previoustips.html.

LATE HOMEWORK: Assignments are to be completed and submitted at the start of (or prior to) each class meeting. Assignments not turned in on time are considered late. Late assignments will be accepted only for one week after the due date; after which time the assignment will not be accepted. Only up to two assignments may be turned in late during the duration of the class. Late assignments scores will incur a reduction of 20% of point value.

PARTICIPATION: Both lecture and classroom activities (both in-class and online) are organized to maximize student involvement in the learning process. You will be evaluated on your comprehension of the material as well as your ability to discuss the relevancy of what was noteworthy in context of this class.

EXTRA CREDIT: None specified, though the opportunity to introduce it will be at the discretion of the instructor.
## Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics &amp; Readings</th>
<th>Assignment/Activity</th>
</tr>
</thead>
</table>
| 1    | 3/21       | • **Part One: The Entrepreneurial Perspective**  
   • Chap 1-The Entrepreneurial Mindset  
   • Chap 2-Corporate Entrepreneurship  
   • Chap 3–Generating & Exploiting New Entries  
   **Discussion Posts & Assignments - Online** | • Read Chapters 1, 2 & 3  
   • First Night Assignment Due (25 pts)  
   • Online Discussion Posts: 25 pts |
| 2    | 3/28       | • **Part Two: From Idea to the Opportunity**  
   • Chap 4-Creativity & The Business Idea  
   • Chap 5 –Identifying & Analyzing Domestic and International Business Opportunities  
   • Chap 6-Protecting the Idea & Other Legal Issues for the Entrepreneur  
   **Discussion Posts & Assignments - Online** | • Read Chapters 4-6  
   • Online Discussion Posts: 25 pts  
   • Ch4-6 Reflection Paper Due (25 pts) |
| 3    | 4/4        | • **Part Three: From the Opportunity to the Business Plan**  
   • Chap 7-The Business Plan: Creating & Starting the Venture  
   • Chap 8- The Marketing Plan  
   **Discussion Posts & Assignments - Online** | • Read Chapters 5-6  
   • Ch7-8 Reflection Paper Due (25 pts)  
   • Online Discussion Posts: 25 pts |
| 4    | 4/11       | • Midterm Exam – Ch1-8 (Online)  
   • Chap 9- The Organizational Plan  
   • Chap 10-The Financial Plan  
   **Discussion Posts - Online** | • Read Chapters 9-10  
   • Midterm Exam: 100 pts  
   • Online Discussion Posts: 25 pts |
| 5    | 4/18       | • **Part Four: From the Business Plan to Finding the Venture**  
   • Chap 11–Sources of Capital  
   • Chap 12-Informal Risk, Capital, Venture Capital, and Going Public  
   • **Part Five: From Funding the Venture to Launching, Growing, and Ending the New Venture**  
   • Chap 13-Strategies for Growth and Managing the Implications of Growth | • Read Chapters 11-13  
   • Ch11-13 Reflection Paper Due (25 pts)  
   • Online Discussion Posts: 25 pts |
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics &amp; Readings</th>
<th>Assignment/Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>• Discussion Posts &amp; Assignments - Online</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>4/25 (Online)</td>
<td>• Chap 14- Accessing Resources for Growth from External Sources</td>
<td>• Read chapters 14-15</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Chap 15- Succession Planning &amp; Strategies for Harvesting and Ending the Venture</td>
<td>• Ch14-15 Reflection Paper Due (25 pts)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Discussion Posts &amp; Assignments - Online</td>
<td>• Online Discussion Posts: 25 pts</td>
</tr>
<tr>
<td>7</td>
<td>5/2 (Online)</td>
<td>• Final Project Paper</td>
<td>• Final Project Paper: 100 pts</td>
</tr>
</tbody>
</table>

**Note:** This is a tentative schedule subject to change, depending on class flow.