

Business 325: Entrepreneurial Management

Spring 2025

COURSE INFORMATION

Instructor: Candice D. Carpenter, MD, MBA, MPH, EdM

Mode of Delivery: Online

Email: candice.carpenter@csuci.edu

Office Hours: by appointment

Open Communication: If you have any questions, please contact me proactively. The best way to contact me is via email. Please include **BUS 325 - Inquiries** in the subject line. I will respond to your emails within **48 hours** during business days (weekends and holidays excluded). I will be delighted to meet with you via Zoom by appointment. Please contact me via email to set up an appointment.

THIS SYLLABUS IS SUBJECT TO CHANGE. I WILL DO MY BEST TO NOTIFY YOU IN ADVANCE.

COURSE OVERVIEW

This course introduces students to the fundamentals of managing start-ups and small businesses, focusing on practical tools and strategies essential for entrepreneurial success. Students will explore core concepts such as the Business Model Canvas, strategic planning, financing options, and the development of a strong value proposition. The course provides an overview of effective staffing, daily operations management, tax obligations, and legal considerations tailored to the needs of small businesses. Through hands-on projects, including the creation of a comprehensive business plan, students will learn to apply theories of entrepreneurship, identify market opportunities, and implement lean start-up principles. Emphasis is placed on decision-making, customer development, and pitching techniques to attract investors. By the end of the course, students will be prepared to launch, manage, and grow a small business, armed with a solid understanding of entrepreneurial challenges and solutions. It can be found at <https://catalog.csuci.edu/index.php>]

STUDENT LEARNING OUTCOMES

Students participating in the BUS 325 Entrepreneurial Management will:

- Define entrepreneurship and its role in economic and social development.
- Utilize the Business Model Canvas to map out and refine business structures and strategies.
- Develop a compelling value proposition using design-thinking techniques.
- Identify effective hiring, training, and management practices for building a high-performing team.
- Apply cost control and quality management strategies to optimize business operations.
- Understand and navigate legal requirements, tax obligations, and compliance for small businesses.
- Analyze various financing options and develop fundraising strategies for start-ups.
- Create and present a comprehensive business plan that includes market analysis, financial projections, and growth strategies.

REQUIRED COURSE MATERIALS

- Small Business Management: Theory and Practice. 4th edition. Tim Mazzarol and Sophie Reboud

COURSE MAP

- **Week 1**
 - **Introduction to Entrepreneurship**
 - Define entrepreneurship and its role in economic and social development.
 - Define and develop effective entrepreneurial management strategies.
 - Conduct market and sales analysis for your budding business.
- **Week 2**
 - **Franchising and Business Structures**
 - Understand and evaluate various business structures to determine the most suitable legal and operational framework for a small business.
 - Learn the pros and cons of establishing a franchising business.
 - Understand the nature of contracts, negotiations, insurance, and product safety for your entrepreneurial business.
- **Week 3**
 - **Business Plan and Business Canvas**
 - Identify and explain the key components of a comprehensive business plan, including the executive summary, market analysis, financial projections, and operational strategy.
 - Develop and apply the Business Model Canvas to effectively visualize and communicate a startup's value proposition, customer segments, revenue streams, and key resources.
 - Conduct SWOT analysis, Competitor Analysis, and Stakeholder Analysis for your upcoming entrepreneurial venture.
- **Week 4**
 - **Tax Obligations and Legal Considerations**
 - Identify and apply key tax requirements relevant to small businesses.
 - Understand important cash flow management practices for small businesses.
- **Week 5**
 - **Business Growth and Operations**
 - Analyze and evaluate key factors that drive business growth.
 - Demonstrate understanding of core operational processes and management techniques that support business scalability.
- **Week 6**
 - **Entrepreneurial Capital**
 - Evaluate and compare different sources of entrepreneurial capital, including bootstrapping, crowdfunding, angel investors, venture capitalists, and equity financing, and their implications for startup ownership and control.
- **Week 7**
 - **Risk Management for Entrepreneurs**
 - Develop comprehensive risk management acumen when creating your startup.
 - Analyze and implement effective turnaround strategies for struggling startups
- **Week 8**
 - **Final Pitch Presentations, Business Plans, Business Model Canvas**
 - Turn in business plans, pitch decks, business canvas
 - 5 minute video of finalized business items

COURSE STRUCTURE

This course is offered in an online format. Course information and content is housed in the CSUCI Canvas <https://cilearn.csuci.edu/courses/31401>.

“Each week, you’ll be asked to complete a range of learning activities including reading textbook chapters and assigned articles, watching videos, exploring sample pitch decks and business plans, taking assessments and quizzes, and submitting other assignments for credit. The completion of weekly activities and assignments is **mandatory** and follows a predictable pattern with **consistent due days** throughout the term (outlined in the course schedule and on Canvas)].

EXPECTATIONS

Students are expected to spend approximately 3 hours per semester for a 1-unit course. Thus, please expect to spend 5+ hours per module. Complete all assignments on time and participate actively.

GRADING POLICIES

Grade Definition Policy - Senate Policy 12-007. clarifies the level of performance that each letter grade represents, and all MVS School faculty are encouraged to ensure awarded grades match a student's given level of performance.

TABLE 1: FINAL GRADES +/- SCALE.

A = 100% - 93%	B = 86.9% – 83.0%	C = 76.9% – 73.0%	D = 66.9-64.0%
A- = 92.9% - 90.0%	B- = 82.9% – 80.0%	C- = 72.9% – 70.0%	D- = 63.9-60.0%
B+ = 89.9% – 87.0%	C+ = 79.9% – 77.0%	D+ = 69.9%– 67.0%	F < 59.9% – 0%

TABLE 2: COURSE GRADE WILL BE BASED ON THE FOLLOWING WEIGHTED COMPONENTS:

Component	Weight
Discussion Assignments (including final video)	16%
Reading Engagement (Quizzes)	11%
Final Business Plan	25%
Final Business Canva	20%
Final Pitch Deck	30%
TOTAL	100%

ASSIGNMENT DETAILS

Discussion Assignments

Students will participate in a variety of discussion boards related to their understanding of themselves as a beginning entrepreneur, small business interests, and more.

Final Business Plan

Students are expected to submit a detailed, written business plan that outlines their start-up's strategy, market analysis, financial forecasts, and operational plan. This document should demonstrate thorough research and a clear roadmap for launching and scaling the business.

Final Business Canva

Students will submit a completed **Business Model Canvas** that visually organizes the key components of their business, including value propositions, customer segments, revenue streams, and cost structures. This canvas should succinctly represent the overall business model and highlight critical areas of focus.

Final Pitch Deck

Students are required to create and submit a professional pitch deck, structured to present their business idea, market potential, product solution, and financial projections. The deck should be designed to engage potential investors, showcasing the business's strengths and addressing potential risks.

LATE ASSIGNMENT POLICY

Most assignments can be accepted on a late basis after the official due date with 33% deduction in the grade for every 24 hours it is late. **One declared extension** is permitted for the class per student during the course of the 8 weeks. **No extensions for the final business plan, business canva, pitch deck, or final video.**

EXAM AND QUIZ INSTRUCTIONS

Each assigned lecture includes a quiz in Canvas. Your engagement with the reading and lectures will help you score well on the quizzes.

SUGGESTIONS FOR SUCCESSFUL EXAM & QUIZ COMPLETION

- Choose the best answer and click the lower right arrow to advance to next question.
- Complete the test when launched the first time.
- Do not refresh the browser window while taking a test. Changing to a different browser tab or window will pause the exam. Do not change screens during the test.
- If you have trouble during a test, email your instructor immediately with an explanation of what happened. Your exam attempt will be examined and may be reopened after evaluation.
- Upon completion of the exam click on "Save and Submit" and check your score. Navigate to "My Grades" to ensure the score was recorded. If it was not recorded email your instructor immediately.

STUDENT SUPPORT & UNIVERSITY POLICIES

Drop Policy

According to University policy, non-attendance does not constitute withdrawal; to withdraw from this class you must file a drop form with the University. If you fail to attend this class, and you do not formally drop the class, a

“WU” (unauthorized withdrawal), the equivalent of a failing grade, will be recorded.

Disability Statement

If you are a student with a disability requesting reasonable accommodations in this course, please visit Disability Accommodations and Support Services (DASS) located on the second floor of Arroyo Hall or call 805-437-3331. All requests for reasonable accommodations require registration with DASS in advance of needed services. Faculty, students and DASS will work together regarding classroom accommodations. You are encouraged to discuss approved accommodations with your faculty.

Academic Integrity

As an institution of higher learning, CSUCI values academic integrity and will not tolerate acts of academic dishonesty. Academic dishonesty includes but is not limited to such things as cheating, inventing false information or citations, plagiarism, and helping someone else commit an act of academic dishonesty. If a student is found responsible for committing an act of academic dishonesty in this course, an appropriate academic penalty will be assigned, and the incident will be referred to the Dean of Students Office. For additional information, please refer to CSUCI's [Policy on Academic Dishonesty](#).

Campus Tutoring Services

The Learning Resource Center (LRC) offers free one-on-one peer tutoring for all MVS School undergraduate courses. The LRC tutors will help students with study skills, fundamental concepts, comprehension, homework, test preparation, and much more. The LRC now also offers online tutoring through Zoom! The Peer Tutor Schedule is available via the [LRC webpage](#).

Writing & Multiliteracy Center

The Writing & Multiliteracy Center (WMC) provides all CSUCI students with free support services and programs that help them address 21st Century challenges of creatively thinking about and composing in written, oral, visual, and digital forms of communication. Peer consultants help you at any stage of the composition process via one-to-one or group consultations, online consultations, and workshops offered throughout the semester. To make an appointment to work with a consultant or to learn more, visit the [WMC webpage](#).

Counseling and Psychological Services (CAPS)

CAPS is pleased to provide a wide range of services to assist students in achieving their academic and personal goals. Services include confidential short-term counseling, crisis intervention, psychiatric consultation, and 24/7 phone and text support. CAPS is located in Bell Tower East, 1867, and can be reached at 805-437-2088 (select option 2 on voicemail for 24/7 crisis support); you can also email us at caps@csuci.edu or visit their [website](#).

If I am 'out'

If I get ill, or need to care for a loved one, or some other unexpected interruption, I may not be able to be present or interactive in the course. If that were to happen (and let's hope it doesn't), you need to follow the Canvas instruction where I will place lectures, and PowerPoint slides, assignments, and exams.

If you are 'out'

If you are out for the same above reasons, you need to let me know and we can communicate via email. You will need to follow the Canvas instructions and modules for your assignments. Take a few hours or days.

SUCCESS IN AN ONLINE COURSE

To succeed in the online environment, students should have the following:

- A computer with a stable Internet connection.
- Basic computer skills – email, Internet, and basic word processing.
- Microsoft Office 2010, or newer (must include Word) or equivalent.
- An email address that will not change from the beginning until the end of the term.
- A "technology back-up" plan to complete assignments in case computer or Internet fails.
- Sufficient time - online courses require as much time as face-to-face courses.

- Self-motivation, accountability, and good time management to work with minimal supervision.

Students are also required to:

- Make use of online course materials available via Canvas.
- Participate in asynchronous online discussions.
- Complete readings and assignments by the dates indicated on the schedule.
- Check school email on a daily basis.

EXPECTATION FOR STUDENT PARTICIPATION

Students are expected to be active in the course multiple times throughout the week, stay-up to date on readings, videos, and assignments, and complete all quizzes and tests on time. Please review the course schedule ahead of time and note submissions deadlines to better plan your individual work and teamwork. Students are encouraged and expected to collaborate, engage, and actively consult with their teammates when completing team projects. However, consulting with friends and doing online searches while completing quizzes and tests is considered cheating and may result in zero points on the assessment, expulsion from the course, and suspension from the program.

NETIQUETTE

Netiquette is online etiquette and is applicable to all course communications. It is important that all students be aware of proper behavior and show respect to one another. Netiquette guidelines are common sense and ask all to use appropriate language for an educational environment:

- Use complete sentences
- Use proper spelling and grammar
- Avoid slang and uncommon abbreviations
- Avoid obscene or threatening language

The University values diversity and encourages discourse. Be respectful of differences while engaging in discussions.

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Wk	Topics	Readings and Assignments	Due Dates:
1	Introduction to Entrepreneurship	<p>Required Readings:</p> <ul style="list-style-type: none"> • Syllabus • Assigned readings and videos • SBM: ch 1-5 • Lecture 0 and Lecture 1 Recordings <p>Complete/Submit:</p> <ul style="list-style-type: none"> • Quiz 1 • Assignments - See Blackboard 	By March 30, 2025, 11:59 pm PST
2	Franchising and Business Structures	<p>Required Readings:</p> <ul style="list-style-type: none"> • Assigned readings and videos • SBM ch 6-9 • Lecture 2 Recordings <p>Complete/Submit:</p> <ul style="list-style-type: none"> • Quiz 2 • Assignments - See Blackboard 	By April 6, 2025, 11:59 pm PST
3	Business Plans and Business Canvas	<p>Required Readings:</p> <ul style="list-style-type: none"> • Assigned readings and videos • SBM ch 19-21, 14 • Lecture 3 Recordings <p>• Complete/Submit:</p> <ul style="list-style-type: none"> • Quiz 3 • Assignments - See Blackboard 	By April 13, 2025, 11:59 pm PST
4	Tax Obligations and Legal Considerations	<p>Required Readings:</p> <ul style="list-style-type: none"> • LinkedIn Videos - See Blackboard <p>• Complete/Submit:</p> <ul style="list-style-type: none"> • Quiz 4 • Assignments - See Blackboard 	By April 20, 2025, 11:59 pm PST

5	Business Growth and Operations	<p>Required Readings:</p> <ul style="list-style-type: none"> Assigned readings and videos SBM ch 15 Lecture 5 Recordings <p>• Complete/Submit:</p> <ul style="list-style-type: none"> Quiz 5 Assignments - See Blackboard 	By April 27, 2025, 11:59 pm PST
6	Entrepreneurial Capital	<p>Required Readings:</p> <ul style="list-style-type: none"> Assigned readings and videos SBM ch 10-13, 22-23 Lecture 6 Recordings <p>• Complete/Submit:</p> <ul style="list-style-type: none"> Quiz 6 Assignments - See Blackboard 	By May 4, 2025, 11:59 pm PST
7	Risk Management and Turnaround Strategies	<p>Required Readings:</p> <ul style="list-style-type: none"> Assigned readings and videos SBM ch 23 Lecture 7 Recordings <p>• Complete/Submit:</p> <ul style="list-style-type: none"> Quiz 7 Work on final submissions Assignments - See Blackboard 	By May 11, 2025, 11:59 pm PST
8	Finalized Business Plan, Pitch Deck, Business Model Canvas	<p>Complete/Submit:</p> <ul style="list-style-type: none"> Finalized Business Plan Finalized Pitch Deck and 5 min Presentation Finalized Business Model Canva 	By May 16, 2025, 5 pm PST