

**Course:** BUS 560 Entrepreneurial Manager, Fall 2023 (Online)  
**Class:** Online (via Zoom)  
**Instructor:** Dax Jacobson, Ph.D.  
**Email:** [dax.jacobson@csuci.edu](mailto:dax.jacobson@csuci.edu)  
**Office Hours:** Online and by appointment (please send me an email)

### **Instructor Communication Policy (and how this course will run)**

---

Email is the best way to reach me and I will do my best to get back to you within 24 hours. Please check your CI email and CI Learn regularly for additional announcements and communication.

The class will meet entirely online and will be a mix of lecture, group discussions and group presentations, and individual presentations and individual work (this class is a *seminar* after all). We'll do our best to make it all work online. We will hold ourselves (that's me and you) to a high standard, work hard and have fun. Every effort will be made to uphold the responsibility of the faculty to foster an environment of mutual trust and fairness. Students are responsible for acting ethically and not tolerating dishonesty, class disruptions or inappropriate behavior on the part of others. In general, be respectful and professional. If you have any questions or concerns, please contact me.

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

---

### **Course Description and Objectives**

Focuses on aspects of starting a new business, with an emphasis on recognizing and creating opportunities. Topics include attributes of entrepreneurs and entrepreneurial careers, evaluating opportunities, writing business plans, consumer and market analysis, new product design and development, creativity, innovation, forecasting, resource requirements, financing, and managing new ventures. The course also explores the spectrum of entrepreneurial mission-driven organizations, social business, and sustainable business models.

### **Program Learning Outcomes:**

- 1) Demonstrate high proficiency in critical thinking, oral and written communication, personal ethical conduct, and collaboration skills.
- 2) Demonstrate orally and in writing analytical and integrative skills in making business decisions.
- 3) Demonstrate an understanding of the global operating environment of business.
- 4) Produce written innovative and integrative business plans, including plans that adapt to uncertain and unpredictable environments.
- 5) Demonstrate an understanding of relevant disciplines.
- 6) Demonstrate leadership skills in a variety of situations and settings.

By the successful completion of this course, your **course** learning outcomes will be:

- 1) Appreciate the different types of entrepreneurs and startup businesses.
- 2) Compare and contrast the ways entrepreneurs describe and pitch their businesses.
- 3) Understand the basic stages and elements of startup activity.
- 4) Appreciate how entrepreneurs navigate the startup process and address key challenges and risks.
- 5) Understand key startup tools and methodologies.
- 6) Understand the array of potential funding methods and sources for startup businesses (and startup business stages)

### Course Requirements

**Required Materials and Texts** - We have no textbook for this class. Selected readings will be posted on (or linked to from inside) CI Learn.

### Grading Criteria

Final grades will be based on the following:

• Class participation & exercises (Individual)	50%
○ Includes “What’s the news?”	
• Side hustle/your plan to add value (Individual)	25%
• <u>Team business plan (Group)</u>	<u>25%</u>
TOTAL	100%

More details to come on the “Side hustle” and “Team business plan” assignments once I know more about the background, experience, and expectations of the class.

For the class participation and exercises – there will be very little lecturing by me in this class. We will have readings each week, exercises (like presentations and other activities) in class each week, and we’ll start class with “What’s the news?” (More on that below). This means that you need to attend class, with your camera on, and be present and engaged with me and your classmates. This all makes up half your grade.

I like to start each class with “What’s the news?” where we discuss recent news items relevant to our class. I also expect you to pay attention to the news (hopefully you do this already!) and to bring in relevant news items and to lead discussions about why your news is relevant (with links to the concepts we are discussing in class). We will discuss the details during our first class session.

A note on grading I will take the following approach to evaluating both oral and written work. Note this is also the general CSUCI policy on grades, which can be found here: <http://senate.csuci.edu/policies/2012-2013/senate-policy-12-07.pdf>

<b>Letter grade</b>	<b>Definition/expectation</b>
A	Student performance has been outstanding and indicates an exceptional degree of academic achievement in meeting learning outcomes and course requirements
B	Student performance has been at a high level and indicates solid academic achievement in meeting learning outcomes and course requirements
C	Student performance has been adequate and indicates satisfactory academic achievement in meeting learning outcomes and course requirements
D	Student performance has been less than adequate and indicates deficiencies in meeting the learning outcomes and/or course requirements
F	Student performance has been unacceptable and indicates a failure to meet the learning outcomes and/or course requirements

For the final grade I include +/- and the grading scale for the course is as follows:

	>93 = A	90-92 = A-
88-89 = B+	83-87 = B	80-82 = B-
78-79 = C+	73-77 = C	70-72 = C-
67-69 = D+	63-66 = D	61-62 = D-
<60 = F		

### **Course Schedule of Assignment (Tentative)**

<b>Date</b>	<b>Class Meeting Plan</b>
Thursday, Aug. 24	Welcome & introductions (everyone together on Zoom)
Thursday, Aug. 31	What's the news? Class & group work (everyone together on Zoom)
Thursday, Sept. 7	What's the news? Class & group work (everyone together on Zoom)
Thursday, Sept. 14	What's the news? Class & group work (everyone together on Zoom)
Thursday, Sept. 21	Individual meetings w/Dax this week (during class time or during the week)
Thursday, Sept. 28	What's the news? Class & group work (everyone together on Zoom)
Thursday, Oct. 5	What's the news? Class & group work (everyone together on Zoom)
Thursday, Oct. 12	What's the news? Class & group work (everyone together on Zoom)
Thursday, Oct. 19	<b>NO CLASS OR INDIVIDUAL MEETINGS W/DAX</b>
Thursday, Oct. 26	Individual meetings w/Dax this week (during class time or during the week)
Thursday, Nov. 2	What's the news? Class & group work (everyone together on Zoom)
Thursday, Nov. 9	Each group meets as a group w/Dax (during class time)
Thursday, Nov. 16	Final group pitch presentations (during class time)
Thursday, Nov. 23	<b>NO CLASS OR INDIVIDUAL MEETINGS W/DAX - THANKSGIVING</b>
Thursday, Nov. 30	Final individual meetings w/Dax this week (during class time)
Thursday, Dec. 7	Final individual meetings w/Dax this week (sometime during the week)

### **Class Recording Policy**

Students may not record (audio or video) in this class except in accordance with approved ADA accommodations. Any recordings made in connection with a disability accommodation are for the student's personal academic use only and may not be distributed in any manner to any other individual.

### Resources for Students of All Abilities

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. You can apply for DASS services. Faculty, students, and DASS will work together regarding classroom accommodations. You are encouraged to discuss approved accommodations with your faculty.

### Campus Public Health Requirements

County Department of Public Health to promote safety during the COVID-19 pandemic for CSUCI students, employees, and visitors on the campus, to help prevent and protect themselves and others from the spread of the virus. Students are required to adhere to all health and safety requirements outlined on the University's website regarding COVID-19, including wearing masks properly during each class session. Failure to do so may result in removal from the classroom and, in keeping with CSU policy, the student may also be denied access to campus/programs.

### Civil Discourse

It is recommended that you include information on your syllabus as to appropriate communication in your course (i.e., cell phones/laptops, email policy, participation requirements, etc.). Please review Ch. 7 and 9 in the Recognize & Refer Handbook for more information and ideas on how to respond to disruptive behavior. *You may wish to include the following statement:* "All students, staff, and faculty on our campus are expected to join in making our campus a safe space for communication and civil discourse. If you are experiencing discomfort related to the language you are hearing or seeing on campus (in or out of classes), please talk with a trusted faculty or staff member. Similarly, please consider whether the language that you are using (in person or on Canvas) respects the rights of others to "engage in informed discourse and express a diversity of opinions freely and in a civil manner" (language from Academic Senate Resolution SR 16-01, Commitment to Equity, Inclusion, and Civil Discourse within our Diverse Campus Community).

In addition, students whose conduct adversely affects the learning environment in this classroom may be subject to disciplinary action. Students that disrupt this course may receive a verbal and written warning from the instructor, they may be excused from the class for the day, they may be excused from the class for up to one class period, and/or they may be referred to the Dean of Students office for further review and possible disciplinary action."

### Academic Dishonesty

By enrolling at CSU Channel Islands, students are responsible for upholding the University's policies and the Student Conduct Code. Academic integrity and scholarship are values of the institution that ensure respect for the academic reputation of the University, students, faculty, and staff. Cheating, plagiarism, unauthorized collaboration with another student, knowingly furnishing false information to the University, buying, selling, or stealing any material for an examination, or substituting for another person may be considered violations of the Student

Conduct Code. If a student is found responsible for committing an act of academic dishonesty in this course, the student may receive academic penalties including a failing grade on an assignment or in the course, and a disciplinary referral will be made and submitted to the Dean of Students office. For additional information, please refer to [CSUCI's Academic Dishonesty Policy](#).

### **Additional Student Resources**

- ***Emergency Intervention and Basic Needs***

If you or someone you know is experiencing unforeseen or catastrophic financial issues, skipping meals, or experiencing homelessness/housing insecurity (e.g., sleeping in a car, couch surfing, staying with friends), please know that you are not alone. There are resources on campus that may assist you during this time. The Dolphin Pantry is currently located in Arroyo Hall and offers free food, toiletries, and basic necessities for current CI students. For additional assistance, please contact the Dean of Students office at (805) 437-8512 or visit Bell Tower 2565. Please visit the website for the most up-to-date information on the Basic Needs Program at CI: <https://www.csuci.edu/basicneeds/>.

- ***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; or text "Hello" to 741741); you can also email us at [caps@csuci.edu](mailto:caps@csuci.edu) or visit our website at <https://www.csuci.edu/caps>.

- ***Writing & Multiliteracy Center***

The Writing and Multiliteracy Center (WMC) provides all CI students with FREE online support services and programs that help them become more effective writers and communicators. WMC peer consultants help students at any stage of the composition process in any discipline for writing or speaking (such as online slideshow presentations). Students are also welcome to bring in other types of non-academic or creative work. WMC professional consultants are CI faculty who can help students working on graduate-level writing or personal and research statements required for graduate school applications. WMC tutors can also help those who want to talk about or wish to learn new skills in speaking in academic or online contexts. Students can drop in for a 30 min tutorial session or ask for one-hour sessions for longer projects. Make an appointment by visiting <http://www.csuci.edu/wmc>.

- ***Title IX and Inclusion***

Title IX & Inclusion manages the University's equal opportunity compliance, including the areas of affirmative action and Title IX. Title IX & Inclusion also oversees the campus' response to the University's nondiscrimination policies. CSU Channel Islands prohibits discrimination and harassment of any kind on the basis of a protected status (i.e., age, disability, gender, genetic information, gender identity, gender expression, marital status, medical condition, nationality, race or ethnicity, religion or religious creed, sexual orientation, and Veteran or Military Status). This prohibition on harassment includes sexual harassment, as well as sexual misconduct, dating

and domestic violence, and stalking. For more information regarding CSU Channel Islands' commitment to diversity and inclusion or to report a potential violation, please contact Title IX & Inclusion at 805.437.2077 or visit <https://www.csuci.edu/titleix/>.

- ***Preferred Pronouns***

Students have the option to update their chosen/preferred name, pronouns, and gender identity through their myCI portal, within CI Records. Additionally, students may request to change their email address to match their chosen name. Click the menu items below for more details. Visit the [Registrar's Gender Identity and Pronouns](#) page for instructions.

- ***Campus Tutoring Services***

You are encouraged to make early and regular use of campus tutors and/or peer-led study groups. For campus tutoring locations, subjects, and hours, go to: <http://go.csuci.edu/tutoring>.

- ***Digitally Accessible Course Materials--ALLY***

CSUCI is committed to providing you with the best learning experience possible. With this goal, we have activated ALLY in your Canvas courses. ALLY is a product that focuses on making digital course content more accessible to all students. You will now be able to download most course files in the format that fits best with your learning needs; PDF, HTML, .EPUB and Audio files are now available for most content items. To learn more about formats available as well as what each format offers visit Ally Support. Should you have any questions or experience issues while using ALLY, please contact [ITS Solution Center](#) at (805) 437-8552.

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