



**BUS 300-001 Entrepreneurial Thinking  
Spring 2023 | Online**

**Professor Palin**  
**Office: 213 Luther Bonney (Portland)**  
**Office Hours:** by appointment

**Required method to contact the instructor:** Via your course assigned Basecamp project in the discussion module (allow 36 hours for a reply Monday thru Friday, 8 am – 5 pm). Set your Basecamp toggles ‘on’ for all communication options. Do not communicate via email.

**SYLLABUS**

*“The way to get started is to quit talking and begin doing.”  
– Walt Disney*

**School of Business Mission Statement:**

We prepare lifelong, entrepreneurial thinkers fluent in business technologies.

**Course Prerequisites:**

School of Business Majors/Minors and Jr/Sr Standing.

**Text and Resources:**

Titan: The Life of John D. Rockefeller, Sr., 2<sup>nd</sup> Edition, Vintage, (9781400077304).  
The Art of the Start 2.0, Portfolio/Penguin, (9781591847847).  
Basecamp, <https://basecamp.com/>

**Course Technology:**

You will need high-speed Internet access for this course. It is recommended that you complete this course on a desktop or laptop. Students attempting to complete the course on a mobile phone may find it difficult to review and complete course materials and assignments. In addition, you will need access to the following technology:

Brightspace – to access course assignments, materials and information  
Basecamp – to communicate with the instructor  
YouTube – to watch and review course TED Talks and other videos.  
Spotify – to listen and review course assigned podcast episodes.

## Course Note:

**This course runs from Tuesday, January 17, 2023 until Friday, April 28, 2023.**

**This is a self-paced course.** It is up to each individual to decide when to complete course work, keeping in mind the various due dates of assignments throughout our semester. **It is the responsibility of the student to keep track of due dates as reminders will not be sent.**

Please note that learning packets containing various quizzes, assignments and journals will be released at intervals during the semester. Do not assume upon completing the listed quizzes, assignments and journals at the onset of the course that you have completed all requirements. You must log on throughout the semester to see the sequential quizzes, assignments and journals and their corresponding due dates.

**The syllabus is the operational document for this course** and supersedes any and all information, including due dates, on Brightspace in the event of a conflict of information.

Learning packets will be posted in the learning packet modules section of Brightspace at intervals during the semester.

**All late assignments and/or journals will receive a grade penalty that is outlined in the syllabus.**

This course is designed sequentially. You must access all learning materials from this course through the modules of Brightspace and view them on the Brightspace platform. **Do not download the files** as the next sequence will not be visible on the Brightspace platform if you download.

## Using Brightspace:

Communications of materials in this course (e.g., syllabus, hand-outs, assignments, journals, etc.) will be delivered using the University Course Info System (Brightspace). Be sure you have access to this system.

You can access Brightspace at <https://courses.maine.edu/d2l/home>. Brightspace provides a series of instructional video tutorials that answers the most common questions related to the platform. Visit <https://documentation.brightspace.com/EN/learners/learners.htm> to learn more about Brightspace.

When you log into the Brightspace page that accompanies this course, you will see links for the course modules and announcements.

## Course Highlights:

Each student will receive an email invitation to your course basecamp project.

To access the course modules, it is required to take and score 100% on the course introduction quiz. This quiz is derived from information found in the course syllabus and the course introduction and overview video. Carefully and thoroughly review the syllabus and introduction and overview video before taking this quiz. The course introduction quiz is not a component of your course grade.

There are seven learning packets for this course. Learning packets will address main themes from the course and contains tasks, quizzes, assignments and journals.

Each learning packet module contains the main content for each topic and may include links to additional reading, videos and podcasts. You should review each learning packet thoroughly.

It is highly recommended that you (in this order) 1) review the learning packet 2) complete the textbook readings, 3) review the accompanying videos, podcasts and study guides, 4) thoroughly and qualitatively complete all quizzes, assignments, journals and tasks by the due dates.

**Written assignments must be uploaded in PDF format. Video assignments and journals must be uploaded in MP4 or MOV format.** No other format will be accepted and failure to submit the assignment as a PDF for written and MP4 or MOV for video by the due date will receive a grade of 'F'.

### Course Objectives:

This course provides students an inside view of how entrepreneurial thinking can be applied in many environments including social ventures, corporations, venture capital and new ventures. Students will develop a basic knowledge of identifying opportunities, assessing required resources, planning and executing an entrepreneurial venture while developing an understanding of value propositions and risks.

- To develop your capacity to think entrepreneurially and how to can gain a sustainable competitive advantage.
- Students develop a better understanding of their strengths and weaknesses and how these relate to innovation.
- To build your skills in seizing opportunities in a variety of industries and competitive situations and to provide you with a stronger understanding of the competitive challenges of a global market environment.
- Develop an awareness of self-actualization.
- Have gained a realistic understanding of what to expect in an innovative environment.
- Have expanded network of contacts.

### Expectations and Standards:

The cornerstone of your learning experience will revolve around experiential learning, reading and research, and presentations with the understanding that the course will take an accelerator approach. Innovators and entrepreneurs are active learners! This course will provide opportunities and guidance to quench your desire for practical knowledge. Innovators and entrepreneurs face a complex and demanding environment. A key to entrepreneurial and business success is the ability to gather, interpret, and retain information utilizing the acquired knowledge towards action. With respect to this approach, all students will be encouraged to think and perform in entrepreneurial terms. Be prepared to deliver.

1. You must find a pace that allows you to complete course work each week, keeping in mind assignment due dates. If you miss a due date, this will negatively impact your performance in the course. ***You should create a schedule to complete course work each week and plan to stick to it.***
2. There is an absolute level, quality and amount of work you will be expected to accomplish in your course assignments. Please be sure to answer all the questions and thoroughly complete all tasks.

3. Research and identifying key data points are necessary to achieve a high assessment evaluation.  
**Defend your positions with data and facts, not your opinions.**
4. All work is expected to be your own original work.
5. Incomplete assignments receive a grade of “F”.

### Entrepreneurial Thinking Learning Packets:

Each student will complete seven learning packets over the course of the semester. Each learning packet will contain a series of questions and topics to address, documenting your learning and application of course topics, contents, and readings. Deliverables are labeled as quizzes, assignments and journals in the learning packets. Assignments are **group** deliverables. Quizzes and journals are **individual** deliverables.

**You should review each learning packet carefully.** Criteria for evaluating the assignments and journals will vary but will be based on an assigned rubric for that assignment or journal. Each late assignment will incur a 20-point grade deduction for each day (or partial day) they are late. Each late journal will incur a 10-point grade deduction for each day (or partial day) they are late.

Criteria for evaluating the quizzes will be based on points assigned per correct answer. Quizzes will be turned off and not accessible past the due date/time. Questions not answered by the due date/time will be graded as a ‘zero’. There will be **no quiz resets** in the event the student’s internet connection is slow or goes down. It is highly recommended that students do not use a wireless internet connection to take their quizzes and instead take each quiz at a local or university library.

Due dates for the learning packets journals/quizzes:

|                    | <b>Due Date/Time</b>        |
|--------------------|-----------------------------|
| Learning Packet #1 | 1/27/2023 11:59 PM (Friday) |
| Learning Packet #2 | 2/10/2023 11:59 PM (Friday) |
| Learning Packet #3 | 2/24/2023 11:59 PM (Friday) |
| Learning Packet #4 | 3/10/2023 11:59 PM (Friday) |
| Learning Packet #5 | 3/31/2023 11:59 PM (Friday) |
| Learning Packet #6 | 4/14/2023 11:59 PM (Friday) |
| Learning Packet #7 | 4/28/2023 11:59 PM (Friday) |

Due dates for the learning packets assignments:

|                    | <b>Due Date/Time</b>        |
|--------------------|-----------------------------|
| Learning Packet #2 | 3/3/2023 11:59 PM (Friday)  |
| Learning Packet #5 | 4/21/2023 11:59 PM (Friday) |

## Teams/Groups:

The course provides an opportunity to execute assignments with fellow students. Teams will be determined randomly. Each team will prepare a partnership agreement to be uploaded to Brightspace. The partnership agreement will be the operational document determining the terms of interaction of your team and is due by January 25 at 11:59 PM. This document should be given careful consideration and thought. A late submission of the partnership agreement will incur a 100-point grade deduction of your individual course grade for each day (or partial day) it is late. The first 'late day' will begin on January 26 at 12:01 AM.

The agreement should cover the following:

- Name of the partnership
- Purpose of the business (team)
- Domicile of the business (team)
- Duration of the partnership
- Names of the partners and their legal addresses
- Contributions of each partner to the business (team)
- Agreement to how the profits and losses (grades) will be distributed.
- Absence or nonperformance of a partner. How will this be handled?
- How will conflicts be resolved?
- What is the process for dismissal of a student from the group? (A dismissed student becomes a stand-alone team)

The **typed** partnership agreement must be signed by each team member. Upload the signed partnership agreement in pdf format in the partnership agreement assignment in Brightspace. A font is not a signature and will not be accepted as a valid submission.

## Course Project:

Each team will identify a local or regional social issue to address with the focus of using your entrepreneurial mindset to **add value and make a social impact** addressing the chosen issue. The issue may not be 'USMcentric'. College students or universities may not be the primary focal point of the project. Social entrepreneurs view an opportunity as one that has sufficient potential for positive social impact to justify the investment of time, energy, and money required to pursue the concept. Research and analysis will determine the scope of the project. This is an execution assignment, not a planning assignment. The project must actually create value. Potential value is not an acceptable outcome.

The development of the project entails the students working through the process. Much of the development will be self-paced. While many of the issues covered during the course will assist the development of your project, students are expected to also pursue assistance, independent of the class, as a means to complete the project. Pursuing multiple sources of information and knowledge is necessary to successfully complete this project.

Each team will present the results of their project during a fifteen-minute maximum video presentation. The presentation will include, but not be limited to, accomplishments, timelines, obstacles, strategies, business model, results, value proposition, scale potential and measurement of value delivered. Graphs, charts, images, etc. should be included to support the presentation content. The video presentation in MP4 or MOV format uploaded to Brightspace is due on 4/28/2023, 11:59 PM Friday.

Criteria for evaluating the project presentation will be based on an assigned rubric for this assignment. A late project presentation will incur a 100-point grade deduction for each day (or partial day) it is late. The first 'late day' will begin at 4/29/2023 at 12:01 am.

### **Final Exam:**

The final exam may cover any and all material from the entire semester. Criteria for evaluating the exam will be based on points assigned per correct answer. The exam will be turned off and not accessible past the due date/time. Questions not answered by the due date/time will be graded as a 'zero'. There will be **no exam reset** in the event the student's internet connection is slow or goes down. It is highly recommended that students do not use a wireless internet connection to take their exam and instead take the exam at a local or university library.

### **A Note About Required Papers and Videos:**

Below are some guidelines for course papers and videos:

- Papers are required to be created in PDF format.
- Videos are required to be created in MP4 or MOV format.
- Papers should be double spaced, in font size 12.
- Papers and videos must be your own original work. Plagiarism will not be tolerated.
- Videos utilizing powerpoint with a voice over method will receive a grade of "F"
- Videos submitted as solely an audio file will receive a grade of "F"
- You should perform each assignment in a way that demonstrates your understanding of course material.
- You must cite any work that you reference in your paper. You can decide which citation style to use (e.g., APA, MLA, Chicago, etc.). For more information about citation styles please visit <http://pitt.libguides.com/citationhelp>.

### **Attendance:**

There is no formal attendance policy for this online course. It is up to you to determine when you review course materials and when you will complete assignments (keep various due dates in mind and review the late penalties).

### **Academic Integrity:**

Plagiarism, cheating, and falsification of information are violations of academic integrity that will not be tolerated in this class. For more information, please contact Chief Student Affairs Office at (207) 780-4035.

### **USM Statement on Academic Integrity and Plagiarism:**

Everyone associated with the University of Southern Maine is expected to adhere to the principles of academic integrity central to the academic function of the University. Any breach of academic integrity represents a serious offense. Each student has a responsibility to know the standards of conduct and expectations of academic integrity that apply to academic tasks. Violations of student academic integrity include any actions that attempt to promote or enhance the academic standing of any student by dishonest means. Cheating on an examination, stealing the words or ideas of another (*i.e.*, plagiarism), making

statements known to be false or misleading, falsifying the results of one's research, improperly using library materials or computer files, or altering or forging academic records are examples of violations of this policy which are contrary to the academic purposes for which the University exists. Acts that violate academic integrity disrupt the educational process and are not acceptable.

Evidence of a violation of the academic integrity policy will normally result in disciplinary action. A copy of the complete policy may be obtained from the Dean of Students Office, online at <http://www.usm.maine.edu/deanofstudents> or by calling and requesting a copy at (207) 780-5242.

### **Weather Cancellations or Delays:**

In severe weather, classes will follow the USM cancellation policy. In most cases, our online class will proceed as scheduled.

### **Need Assistance:**

At any point in the semester, if you encounter difficulty with the course or feel that you could be performing at a higher level, consult with me. Students experience difficulties in courses for a variety of reasons. The following are resources on campus for students.

- For writing skills or time management, you can make an appointment to see a student tutor at the Learning Commons located in both the Portland and Gorham libraries. For more information, visit <http://www.usm.maine.edu/learningcommons>.
- The Writing Center at LAC is also available to all USM students and is a great option for students living in the greater Lewiston/Auburn area. For more information, please visit <http://usm.maine.edu/writingcenter>.
- If you need accommodations due to a disability, please contact the Disability Services Center for confidential assistance and accommodation authorization. Timely notification of accommodations is essential. For more information, visit <http://usm.maine.edu/dsc> or call (207) 780-4706.
- University Health and Counseling Services is a student resource that promotes the health and well-being of the USM community. More information can be found at <http://www.usm.maine.edu/uhrs>.

### **Adaptations and Accommodations:**

The university is committed to providing students with documented disabilities equal access to all university programs and services. If you think you have a disability and would like to request accommodations, you must register with the Disability Services Center. Timely notification is essential. The Disability Services Center can be reached by calling (207) 780-4706 or by email at [dsc-usm@maine.edu](mailto:dsc-usm@maine.edu). If you have already received a faculty accommodation letter from the Disability Services Center, please provide me with that information as soon as possible. Please make a private appointment so that we can review your accommodations.

### **Withdrawals:**

Please contact the Office of the Registrar at (207) 780-5230 for information on withdrawing from this course.

## Other Issues:

- Retain copies of all work.
- All grades of an “F” will receive a numerical grade of “zero”.
- All submitted written assignments must be typed.
- Do not communicate with the instructor via email. Emails will be deleted and not replied to throughout the semester. Basecamp discussions will be used for communication.
- Grades will only be discussed via a zoom meeting. Phone, email, or other means will not be utilized.
- Grades are discussed only with the student. Request regarding a student’s grade by any other person will not be responded to.
- The syllabus is the operational document for this course and supersedes any and all information, including due dates, on Brightspace in the event of a conflict of information.
- The instructor retains the right to alter the content of this syllabus in order to add to the students’ learning opportunity.

## Grading Policy:

|                              | Points | A  | 930 – 1000 | C  | 730 - 769 |
|------------------------------|--------|----|------------|----|-----------|
| Quizzes (50 points each)     | 300    | A- | 900 – 929  | C- | 700- 729  |
| Assignments (75 points each) | 150    | B+ | 870 – 899  | D+ | 670 - 699 |
| Journals (20 points each)    | 60     | B  | 830 – 869  | D  | 630 - 669 |
| Project Presentation         | 400    | B- | 800 – 829  | D- | 600 - 629 |
| Final Exam                   | 90     | C+ | 770 – 799  | F  | 0 - 599   |
| Total                        | 1000   |    |            |    |           |