



# ADVANCED ENTREPRENEURSHIP

## ENTP500 — Entrepreneurship, 3.0 hours

### PROFESSOR

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Dr. Mike Cattermole, DBA possesses over eighteen years of experience teaching college/university students online and on campus. Mike has eighteen years of experience in the staff development industry as well as experience as an organizational development consultant.

### CONTACT INFORMATION

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Phone: 800-517-0857

### ONLINE SUPPORT (IT) AND MOODLE NAVIGATION:

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#### Schedule Time to Study

Figure out when the best time is for you to study. Make studying a habit. During your study time, only your lessons are important.

#### Motivate Yourself

Your career success depends on studying for your course. In order to be successful, you must study. Keeping yourself on a consistent schedule for studying and working on your lessons will make all the difference.

#### Avoid Distractions & Stay Focused

Close social media tabs on your computer, put your phone on silent, hush your music, and get to a quiet space. Consider the work that you're doing right now as a plan for your future—you must avoid distractions.

#### Read Smart

For this, sit in a comfortable space and skim the text. Then, go over the vocabulary of the lesson and only after you are familiar with the terms, begin to read the chapter.

#### Review

Look at the assignment, and then reflect back on the chapter you have read. It is important to read the text and not just find the assignment's answers. This will prepare you for the final.

## Other Tips

1. Make flashcards of important terms and ideas from the lesson. This will help reinforce ideas.
2. Stay on schedule. Nothing is more difficult than trying to play catch-up because you got behind.
3. Stay rested and get enough sleep, especially before tests.
4. Take a break. Cramming for an exam and trying to absorb too much material at a time will only end in frustration.

## BOOKS AND RESOURCES

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Donald F. Kuratko. *Entrepreneurship: Theory, Process, Practice*. 11th ed. Cengage, 2019.

## EVALUATION METHOD

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### Exams

There will be a final exam of 50 questions at the end of your course. It will be closed-note, closed-book and you will have a 3-hour time limit.

These exams are proctored. For more information on proctoring, please read the information outlined under the Final Exam section or contact Student Services.

### Definition of Terms

Within your course there is a PDF document in each lesson that lists the key terms for that lesson.

### Assignments

These assignments are typically 1 to 2-page written assignments unless otherwise stated. The assignments should be brief yet thoughtful and well-written. All sources must be cited.

### Forums

The forums are interactive and designed for students to delve deeper into the lesson. Each student is required to post one original comment as well as respond to a fellow classmate's post.

### Additional Resources

Within your course, you may find games, videos, presentations, flash card sets or other supplemental items that may allow you to gain further knowledge from just the textbook alone. These items also make great study aides.

## GRADING SCALE

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### Grading Scale

A C or better is required to pass this course.

Letter grade	Numerical grade	Grade points	Interpretation
A	90—100	4	Excellent

Letter grade	Numerical grade	Grade points	Interpretation
B	80—89	3	Good
C	70—79	2	Satisfactory
D	60—69	1	Poor
F	0—59	0	Failure
I	N/A	Not computed	Incomplete
W	N/A	Not computed	Withdrawal
TC	N/A	Not computed	Transfer credit
N	N/A	Not computed	Non-Completion

## Grading Rubrics

All the grading rubrics for this course can be found in the “Welcome Section” of your class. There is one grading rubric for forums/discussion postings and one for written assignments.

## Point Breakdown

Criteria	Number	Points
Assignments	4	340
Forums	8	320
Midterm	1	100
Final exam	1	100
Total		860

## ACADEMIC INTEGRITY/ PLAGIARISM:

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Cheating (dishonestly taking the knowledge of another person whether on a test or an assignment and presenting it as your work) and plagiarism (to take and pass off as one's own the ideas or writing of another) are a serious issue. While it is legitimate to talk to others about your assignments and incorporate suggestions, do not let others "write" your assignments in the name of peer review or "borrow" sections or whole assignments written by others. We do get ideas from life experiences and what we read but be careful that you interpret these ideas and make them your own.

I am aware that many types of assignments are available on the internet and will check these sources when there is legitimate suspicion.

Penalty is a zero on the assignment. In cases where there is a major or continuous breach of trust, further discipline, such as an "F" in the course, may be necessary.

The major consequence of any form of cheating is damage to your character and the result of trust and respect.

## DISABILITY ACCOMMODATIONS

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Students who have a disability and wish to request an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. The student can request an accommodation at any time although it is encouraged to do so early in the enrollment process. The student should complete an accommodation request form which begins a conversation between the school and the student regarding the nature of their disability and an accommodation that would help the student succeed in their program. The school may request documentation regarding the disability to address the accommodation request effectively. The school will communicate to the student the type of accommodation arranged. This process typically follows a team approach, bringing together persons from the academic department (including the instructor) and personnel from other departments as necessary. Additional information on disability accommodations may be found in the Lakewood University Catalog.

Disability Services Email: [disabilityservices@lakewood.edu](mailto:disabilityservices@lakewood.edu)

## SUPPLEMENTAL TEXTS

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You can use the following resources to assist you with proper source citation.

American Psychological Association Style Guide- [https://www.mylakewoodu.com/pluginfile.php/118179/mod\\_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf](https://www.mylakewoodu.com/pluginfile.php/118179/mod_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf)

The Purdue OWL website is also a helpful resource for students. Here is a link to the OWL website: [https://owl.purdue.edu/owl/research\\_and\\_citation/apa\\_style/apa\\_formatting\\_and\\_style\\_guide/general\\_format.html](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html)

## LIBRARY

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Mary O'Dell is the Librarian on staff at Lakewood University

She is available by appointment. You can make an appointment with her by emailing her at [modell@lakewood.edu](mailto:modell@lakewood.edu) or call at 1-800-517-0857 X 730

You may also schedule a meeting at this link: <https://my.setmore.com/calendar#monthly/r3a761583354923270/01032020>

She can assist you with navigating LIRN, research, citations etc.

## SUPPORT

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Each student at Lakewood University is assigned a Success Coach. Your Success Coach exists to assist you with academic and supportive services as you navigate your program. They will reach out to you, often, to check-in. Please use the resources they offer.

Student Services is available to assist with technical questions regarding Lakewood University and all services available to you.

1-800-517-0857 option 2  
[info@lakewood.edu](mailto:info@lakewood.edu)  
[studentservices@lakewood.edu](mailto:studentservices@lakewood.edu)

## CAREER SERVICES

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Students are offered Career Services at any point as they journey their academics at Lakewood University.

1-800-517-0857 option 2  
[careerservices@lakewood.edu](mailto:careerservices@lakewood.edu)

## LESSONS

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TITLE	READINGS/ASSIGNMENTS	DUE	
Introduction	Lakewood College Welcome Video, Review Study Guide Review Syllabus, Review Grading Rubrics	Due upon completion of this lesson.	
TITLE	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson 1	Readings: Chapters 1 & 2 Lesson 1 Discussion Forum Lesson Evaluation	Due upon completion of this lesson.	Objective 1
TITLE	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson 2			Objective 2

Readings: Chapters 3 & 4  
Lesson 2 Discussion Forum  
Writing Assignment No. 1  
Lesson Evaluation

Due upon completion of this lesson.

<b>TITLE</b>	<b>READINGS/ASSIGNMENTS</b>	<b>DUE</b>	<b>OBJECTIVES</b>
Lesson 3	Readings: Chapters 5 & 6 Lesson 3 Discussion Forum Lesson Evaluation	Due upon completion of this lesson.	Objective 3

<b>TITLE</b>	<b>READINGS/ASSIGNMENTS</b>	<b>DUE</b>	<b>OBJECTIVES</b>
Lesson 4	Readings: Chapters 7 & 8 Lesson 4 Discussion Forum Lesson Evaluation Mid-Term Exam	Due upon completion of this lesson.	Objective 4

<b>TITLE</b>	<b>READINGS/ASSIGNMENTS</b>	<b>DUE</b>	<b>OBJECTIVES</b>
Lesson 5	Readings: Chapters 9 & 10 Lesson 5 Discussion Forum Writing Assignment No. 2 Lesson Evaluation	Due upon completion of this lesson.	Objective 5

<b>TITLE</b>	<b>READINGS/ASSIGNMENTS</b>	<b>DUE</b>	<b>OBJECTIVES</b>
Lesson 6	Readings: Chapters 11 & 12 Lesson 6 Discussion Forum Lesson Evaluation	Due upon completion of this lesson.	Objective 6

<b>TITLE</b>	<b>READINGS/ASSIGNMENTS</b>	<b>DUE</b>	<b>OBJECTIVES</b>
Lesson 7	Readings: Chapters 13 & 14 Lesson 7 Discussion Forum Lesson Evaluation	Due upon completion of this lesson.	Objective 7

<b>TITLE</b>	<b>READINGS/ASSIGNMENTS</b>	<b>DUE</b>	<b>OBJECTIVES</b>
Lesson 8	Readings: Chapter 15 Lesson 8 Discussion Forum Writing Assignment No. 3 Lesson Evaluation	Due upon completion of this lesson.	Objective 8

## DESCRIPTION

This course will spark your interest in starting a new endeavor by introducing you to the basic tools and processes of launching a new venture. Begin with the start-up phase and the entrepreneurial mindset... establishing a vision... and evaluating industries. Then, conduct a feasibility analysis: analyze the risks and benefits; and form strategic alliances. Next, develop a business plan; determine the most effective legal form of business; form a personnel team; devise a marketing strategy; and prepare a complete set of financials. Then, plan for growth and the inevitable operational changes.

### Program Objectives

1. Evaluate the current entrepreneurial revolution and landscape
2. Identify and discuss common characteristics found in successful entrepreneurs

3. Assess risks inherent to entrepreneurship
4. Discuss regulatory requirements and various legal business structures
5. Identify and evaluate entrepreneurial opportunities
6. Evaluate various sources of financing; and,
7. Develop a business plan for an entrepreneurial venture.

## DETAILS

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At [www.mylakewoodcollege.edu](http://www.mylakewoodcollege.edu)

## OBJECTIVES

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4. Discuss regulatory requirements and various legal business structures
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## STUDENT SERVICES

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Contact Student service for questions unrelated to the curriculum.

800-517-0857 Opt 2.  
[studentservices@lakewoodcollege.edu](mailto:studentservices@lakewoodcollege.edu)

## GUIDELINES

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Assignment submitted must contain:

1. Your Name
2. Proper grammar and spelling
3. All the required parts of the assignment

It is very important to make sure that the assignments you submit are a reflection of you. Make sure you write in complete sentences, use proper paragraph format, and for goodness sake, run the document through spell check! You want to submit a great assignment! If there are too many errors, your assignment may be rejected and sent back, so make sure it's great the first time!

## SYLLABUS DESCRIPTION

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Lakewood College recommends that you try to stick as closely to the provided scheduled syllabus as possible. Although the course is self-paced: there is an attendance requirement, so by sticking to the provided syllabus, you are then making yourself accountable for your turning your work in timely and not getting overwhelmed.