

SCHOOL FOR NEW LEARNING
DEPAUL UNIVERSITY
FA 269 ENTREPRENEURSHIP: HOW TO FIND AND FUND YOUR DREAM
FALL, 2008

GENERAL INFORMATION

FACULTY: Jo Ann Gesiakowska
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LOCATION: South Campus

FALL QUARTER Wednesdays September 10-November 19

COURSE DESCRIPTION:

Did you know that 90% of all new restaurants are doomed to fail? Have you always wanted to be your own boss? Are you presently conducting a small business from your house or garage that you would like to see expand? Who makes a great entrepreneur? Are businesses easier to manage in this age of technology? What are potential sources of funding?

In this course, students will learn how to identify a small business for their talents and time restrictions. Learners will also consider methods of financing their dream work lives, and review the pitfalls awaiting new businesses in today's economic climate. Students need not have a business in mind, but must be willing to consider how they might go about putting together a plan for a successful venture. Ideas about the definition of business in the modern society, of entrepreneurship, about the psychological make-up of successful, small business owner, and about the macro and micro economic trends that affect small businesses will also be covered.

The instructor, JoAnn Gesiakowska, is a life-long learner. She transitioned from business to high school teaching. She worked for the Prudential Insurance co and First Chicago, Bank One, and now Chase for a number of years. Jo Ann has a Masters in History from DePaul University and a MBA from Northwestern University in Finance and Marketing. She also has completed all her course work for a Masters in Education specializing in curriculum development.

COMPETENCIES

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FX: Can define, assess and produce a small business plan.
Using the Small Business Administration's template for producing a business plan, students will research and author sections of a plan.

H2X: Can explain the role businesses play in modern society.
Students will read current business journals and newspapers as well as research successful businesses. A book report, of each student's own choosing will also address this competency.

H3X: Understands and can discuss the personal and psychological attributes common to successful entrepreneurs.
Students will analyze profiles of successful entrepreneurs as well as assess their own qualifications to be entrepreneurs.

S3F Can analyze the integration of new technology into a specific field of human endeavor from at least two perspectives.

LEARNING EXPERIENCE

Students will engage in discussions, internet research, field research, visiting successful businesses, and small group and individual exercises.

A bibliography will be provided on the first night of class. Handouts will also be provided as no textbook will be required.

ATTENDANCE:

Attendance and participation are essential. In the event of an absence, it is imperative that you (1) let me know ahead of time if it is possible, and (2) contact a classmate ahead of time to be your "tutor" for the missed session.

Note: Students who miss more than 2 of our 10 week classes will have a difficult time meeting the requirements for a passing grade.

OUTCOMES:

At the conclusion of this class the student will:

1. Understands economic trends
2. Understand the qualities of successful entrepreneurs
3. Evaluate potential sources of funding
4. Conduct primary research
5. Understand the components of a small business plan
6. Evaluate the legal basis for a business
7. Compare and contrast individual businesses vs. franchises
8. Research some tax implications for businesses

EVALUATION:

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1. Oral Book Report	20%
2. Small Business Plan	25%
3. Primary Research of Small Businesses Oral Report	20%
4. Two in class essays	15%
5. One final take home essay	20%

PLAGIARISM

The DePaul Student Handbook defines plagiarism as follows: “Plagiarism includes but is not limited to the following: (a) the direct copying of any source, such as written or verbal material, computer files, audio disks, video programs, or musical scores, whether published or unpublished, in whole or in part, without proper acknowledgement that it is someone’s else’s. (b) Copying of any source in whole or part with only minor changes in wording or syntax even with acknowledgment. (c) Submitting as one’s own work a report, examination paper, computer file, lab report, or other assignment that has been prepared by someone else. This includes research papers purchased from any other person or agency. (d) the paraphrasing of another’s work or ideas without proper acknowledgment.” Plagiarism will result in a failure of the assignment or possibly the course. If you are unsure of how to cite a source, ASK.

CRITERIA FOR ASSESSEMENT

Written work will be assessed as follows:

A= designates work of high quality; reflects thorough and comprehensive understanding of the issues at hand; reflects a clearly identifiable thesis and argument that demonstrates cogent and creative development and support of ideas.

B= designates work of good quality; reflects clearly organized and comprehensive understanding of issues at hand; presents substantive thesis and argument with evident development and support of ideas.

C= designates work which minimally meets requirements set forward in the assignment; reflects some organization and development of ideas but develops argument in a superficial or simplistic manner; may contain grammatical errors.

D= designates work of poor quality which does not meet the minimum requirements set forth in the assignment; demonstrates poor organization of ideas and/or inattention to development of ideas, grammar and spelling; treatment of material is superficial and simplistic. May indicate that student has not done the reading assignments thoroughly

Oral reports have the same criteria with the extra attention given to class presentation skills. Only a small portion of the assignment grade will be bases on presentation skills.

Unfinished work or work requiring revision will be given an IN(incomplete) grade. In order to qualify for an IN, students must have regularly attended class, and must have completed two-thirds of the assignments.

Work not submitted by the due date must be submitted with 2 weeks after.

DEPAUL UNIVERSITY INCOMPLETE POLICY

Undergraduate students have two quarters to complete an incomplete. At the end of the second quarter(excluding summer), following the term in which the incomplete grade was assigned, remaining incompletes will automatically convert to “F” grades. Ordinarily no incomplete grade may be completed after the grace period has expired. Instructors may not change incomplete grades after the end of the grace period, with the permission of a college-based Exceptions Committee. This policy applies to undergraduate, graduate and professional programs.

NOTE: In the case of a student who has applied for graduation and who has been approved for an Incomplete in his or her final term, the incomplete must be resolved with the four week grace period before final degree certification.

The SNL student who wishes to receive the grade of IN must formally request in writing that the instructor issue this grade. This request must be made before the end of the quarter in which the student is enrolled in a course.

DEPAUL UNIVERSITY ACADEMIC INTEGRITY POLICY

DePaul University is a learning community that fosters the pursuit of knowledge and the transmission of ideas within a context that emphasizes a sense of responsibility for oneself; for others and society at large. Violations of academic integrity, in any of their forms, are, therefore, detrimental to the values of DePaul, to the student’s own development as responsible members of society, and to the pursuit of knowledge and the transmission of ideas. Violations include but are not limited to the following categories: cheating, plagiarism, fabrication, falsification or sabotage of research data; destruction or misuse of the university’s academic resources; alteration or falsification of academic records; and academic misconduct. Conduct that is punishable under the Academic Integrity policy could result in additional disciplinary actions by other university officials and possible criminal or civil prosecution. Please refer to your Student Handbook or visit <http://studentaffairs.depaul.edu/homehandbook.html> for further details.

Class 1 September 10	Overview of the Sections of a business plan Internet search
Class 2 September 17	Class will be rescheduled on a Tuesday or Thursday to accommodate our guest speaker
Class 3 September 24	Discussion of major macro-economic trends] Title of Book for Book report due Internet search
Class 4 October 1	Discussion of types of legal entities for business 1 st in class essay
Class 5 October 8	Discussion of franchise/other business arrangements Film, preparation for primary research project
Class 6 October 15	Discussion of marketing/product management techniques – Book reports begin
Class 7 October 22	Discussion of financial statements Book Reports/preparing financial statements Internet research/work on business plan
Class 8 October 29	Discussion of Location/competition Primary research reports 2 nd in class essay
Class 9 November 5	Discussion of funding sources Primary Research reports/work on business plan
Class 10 November 12	Final essays due work on Small Business plan components
Class 11 November 19	Final small business plan due