

# Hammack School of Business



**OGLETHORPE**  
UNIVERSITY

BUS 305

## INTRODUCTION TO ENTREPRENEURSHIP & INNOVATION Summer

**Mon. – Thur. 8:30am-10:30am Room TBD**

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*“The best way to predict the future is to create it”*  
Abraham Lincoln

### **COURSE GOAL**

To learn the basics of entrepreneurial endeavor and understand the essentials of innovation through business creation. The focus will be on the key fundamentals of idealization, business planning, market evaluation, legal implications, capital development and execution of an idea allowing students to become more familiar with the real-world implications of launching a business.

### **COURSE OBJECTIVES (STUDENTS WILL)**

1. Understand the mindset that is needed to launch a business in the current era.
2. Learn and understand what is involved in initiating an entrepreneurial venture.
3. Learn what is involved in the entrepreneurial planning process and some of the legal implications.
4. Learn about the growth strategies needed for entrepreneurial ventures.
5. Learn about entrepreneurial ecosystems
6. Learn some of the considerations for launching an international business

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## REQUIRED TEXT

### **Business Management: Launching & Growing Entrepreneurial**

**Ventures** *By: Justin G. Longeneckert; J. William Petty; Leslie E.*

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**PUBLISHER:** Cengage **COPYRIGHT:** 2019

## COURSE DELIVERABLES

1. **Essay #1 (DUE via Canvas on \_\_\_\_\_) (10% of your grade):** Write an 800- 1,000 word paper where you will develop your individual thoughts on a single chapter from the text (*Business Management: Launching & Growing Entrepreneurial Ventures*). For **Essay #1**, select a single chapter from chapters one, two, and three.

- Chapter 1 - The Entrepreneurial Life
- Chapter 2 - Integrity, Ethics, and Social Entrepreneurship
- Chapter 3 - Starting a Small Business

### **Your essay paper must include the following:**

- Heading (Your Name/Course Name/My Name/Date/Topic)
- Opening summary (1/2 page)
- Three critical findings accompanied by your individual thoughts on each identified discovery.
- Closing summary (1/2 page)

This document must be submitted in Canvas (doc, docx, or pdf). The submission in Canvas will automatically be checked through Turn-it-in.

Document name: first initial\_last name\_ Essay1

2. **Essay #2 (DUE via Canvas on \_\_\_\_\_) (10% of your grade):** Write a 1,000-1,250 word paper where you will develop and synthesize your individual thoughts on two chapters from the text (*Business Management: Launching & Growing Entrepreneurial Ventures*). For **Essay #2**, select two chapters from chapters five, six, seven, eight, nine, and ten.

- Chapter 5 - The Family Business
- Chapter 6 - The Business Plan: Visualizing the Dream
- Chapter 7 - The Marketing Plan
- Chapter 8 - The Organizational Plan: Teams, Legal Structures, Alliances, and Directors
- Chapter 9 - The Location Plan
- Chapter 10 - Understanding a Firm's Financial Statements

### **Your essay paper must include the following:**

- Opening summary (1/2 page)
- Heading (Your Name/Course Name/My Name/Date/Topic)

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- Five key findings from the two chapters and how the findings/chapters are connected. Your individual thoughts will accompany the findings on each identified finding.
- Closing summary (1/2 page)

This document must be submitted in Canvas (doc, docx, or pdf). The submission in Canvas will automatically be checked through Turn-it-in.

Document name: first initial\_last name\_ ESSAY2

### 3. **INDIVIDUAL PRESENTATIONS (BUSINESS CANVAS MODEL )** **(As scheduled) (10% of your grade):**

The Business Model Canvas, originally developed by Dr. Alex Osterwalder as part of his doctoral research, is a strategic tool designed to help users visualize and articulate the key components of a business. It supports the development of a clear, structured approach to planning and launching a venture.

Each student is required to complete and submit a Business Model Canvas that focuses on their own unique business idea and identify a potential market for entry within the United States. Submissions must be made through the Canvas learning management system by the assigned deadline.

Each student must save and submit their Business Model Canvas in two formats:

- A PowerPoint (.pptx) version
- A PDF (.pdf) version

Both files should be named using the following format:

First Initial + Underscore + Full Last Name + Underscore + Business

Model Canvas **Example:** L\_Carson\_Business\_Model\_Canvas

Please ensure that both files are uploaded to Canvas by the stated deadline.

Your final individual presentation must clearly address all nine components of the Business Model Canvas. Each presentation should start with additional slide(s) that address:

**Problem and Solution:** Clearly state the problem your target market is facing and explain how your business idea provides a unique solution.

**Market Opportunity:** Provide a brief description of the potential market size, target audience, and demand for your solution.

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Business Model: Outline your business model

The presentation should end with an additional slide that discusses:

Critical Risks: What are inherent risks to your venture. How can you or your team deal with it?

Presentation Guidelines:

- Presentations will take place during the final weeks of class and may be scheduled across multiple days.
- Presentations should include a professional slide deck that communicates key ideas, analysis, and strategic insights.
- Slides are to be used as visual aids for the audience, not as a script for the presenters. **Do not read directly from your slides.** Instead, use them to support your spoken narrative.
- Presentations will be evaluated based on:
  - The originality and feasibility of the business concept.
  - The clarity and depth of the team's analysis using the Business Model Canvas.
  - The overall quality and professionalism of the presentation.

#### 4. TEAM ASSIGNMENTS (Last week of the program) (15% of your grade):

**(BUSINESS MODEL CANVAS - [REDACTED] ) (As scheduled)**

On the first day of class, students will be placed into project teams. Each student will be assigned to a group, and each group will be responsible for collaboratively developing an original business concept. This concept must be framed using the *Business Model Canvas* and designed to be launched in a specific European city.

The final presentation must clearly address all nine components of the Business Model Canvas. Each presentation should start with additional slide(s) that address:

**Problem and Solution:** Clearly state the problem your target market is facing and explain how your business idea provides a unique solution.

**Market Opportunity:** Provide a brief description of the potential market size, target audience, and demand for your solution.

Business Model: Outline your business model

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The presentation should end with an additional slide that discusses:

Critical Risks: What are inherent risks to your venture. How can you or your team deal with it?

Presentation Guidelines:

- Team presentations will take place during the final week of class and may be scheduled across multiple days.
- Presentations should include a professional slide deck that communicates key ideas, analysis, and strategic insights.
- Slides are to be used as visual aids for the audience, not as a script for the presenters. **Do not read directly from your slides.** Instead, use them to support your spoken narrative.
- Presentations will be evaluated based on:
  - The originality and feasibility of the business concept.
  - The clarity and depth of the team's analysis using the Business Model Canvas.
  - The overall quality and professionalism of the presentation.

All team members are expected to contribute meaningfully. Each participating team member will receive the same grade for the project, reflecting the collaborative nature of this assignment.

## **EXAMS/QUIZZES (QUIZZES - 20% OF YOUR GRADE & FINAL EXAM IS 15% OF YOUR GRADE)**

There will be quizzes (3-5) throughout the course derived from the text, handouts, and any other materials presented in class. The quizzes can include various combinations of multiple-choice, essay, and true or false questions. The final exam, given during the last week, will be cumulative. Make-up quizzes/exams will not be given unless a justifiable reason is given in advance – before the quiz/exam starts.

## **ENGAGEMENT (20% OF YOUR GRADE)**

Students are expected to actively engage in all aspects of the course to maximize student learning, especially in the current learning environment. Engagement credit will be awarded for all of the following:

- Attendance at class sessions/lectures (in-person).
- Participating in class sessions by initiating discussions and participating in ongoing discussions.
- Written Reflections in class

## **GRADING**

**All grades are earned on a straight percentage basis.**

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# SCHEDULE

## BUS 370 Schedule Overview

Date	Topic
Wednesday	First Day of Class <ul style="list-style-type: none"><li>• Welcome and course introductions</li><li>• Syllabus</li><li>• Individual Assignments</li><li>• Team assignments (for group presentations)</li></ul>
Thursday	✧ Chapter 1 - The Entrepreneurial Life ✧ Chapter 2 - Integrity, Ethics, and Social Entrepreneurship
Monday	✧ Chapter 3 - Starting a Small Business
Tuesday	✧ Chapter 4 – Franchises & Buyouts
Wednesday	✧ Chapter 5 - The Family Business
Thursday	✧ Chapter 6 - The Business Plan: Visualizing the Dream ✧ <b>QUIZ</b>
Monday	✧ Chapter 7 - The Marketing Plan <b>Guest Speakers</b>

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Tuesday	✧ Chapter 8 - The Organizational Plan: Teams, Legal Structures, Alliances, and Directors
Wednesday	✧ Chapter 9 - The Location Plan
Thursday	✧ Chapter 10 - Understanding a Firm's Financial Statements ✧ QUIZ
Monday	✧ Chapter 11: Global Human Resource Management
Tuesday	✧ Chapter 12: Global Marketing
Wednesday	✧ Chapter 13: Global Operations and Supply-Chain Management
Thursday	Travel to _____
Monday	✧ QUIZ
Tuesday	✧ Presentations
Wednesday	✧ Presentations
Thursday	✧ Chapter 22 – Managing the Firm's Assets ✧ Presentations
Friday	✧ Final Exam

*This schedule may flex as needed and is subject to change by the instructor.*

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