

Fayetteville State University
School of Business & Economics
Department of Finance, Economics, Entrepreneurship & Marketing
ECON 200-Entrepreneurship and the Economy

FSU Policy on Electronic Mail: Fayetteville State University provides to each student, free of charge, an electronic mail account (username@uncfsu.edu) that is easily accessible via the Internet. The university has established FSU email as the primary mode of correspondence between university officials and enrolled students. Inquiries and requests from students pertaining to academic records, grades, bills, financial aid, and other matters of a confidential nature must be submitted via FSU email. Inquiries or requests from personal email accounts are not assured a response. The university maintains open-use computer laboratories throughout the campus that can be used to access electronic mail.

Rules and regulations governing the use of FSU email may be found at
<http://www.uncfsu.edu/PDFs/EmailPolicyFinal.pdf>

II. Course Description:

ECON 200 (3-3-0) Entrepreneurship and the Economy

This course focuses on innovation and new idea creation. The course will look at what it takes to set up, manage, and grow new ventures. In the process, the course reviews economic decision making and provides a survey of basic economic concepts. The course is designed to teach students the decision skills necessary to negotiate their roles as consumers, savers, investors, voters, and above all, as productive citizens in a global setting.

III. Disabled Student Services:

In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1990, if you have a disability or think you have a disability to please contact the Center for Personal Development in the Spaulding Building, Room 155 (1st Floor); 910-672-1203.

IV. Textbook:

Steve Mariotti, **ENTREPRENEURSHIP, Starting and Operating a Small Business**, 2009, Pearson/Prentice Hall.

Supplementary Resource Materials:

Bradley R. Schiller, **ESSENTIALS of ECONOMICS**, 6th Edition, McGraw-Hill/Irwin.
Internet & Library Reading Assignments.

V. Student Learning Outcomes:

Upon successful completion of this course the students will be able to:

- Identify and explain some of the opportunities and challenges that are created by economic change.
- Explain the role of innovation and entrepreneurship in transforming the economy and generating economic growth.
- Identify and evaluate critical steps in the entrepreneurial process.
- Explain the basic importance of budgeting, saving, and investments.

- Explain the roles of households and businesses in a free market.
- Explain changes in economic conditions in terms of economic concepts and principles involved.
- Apply concepts to new situations: (1) Be able to identify the economic concepts needed to solve a practical problem; (2) Be able to predict the probable outcome of an action involving elementary economic principles; (3) Be able to solve practical economic problems using elementary economic principles.

VI. Course Requirements and Evaluation Criteria -

Your grade in this course will be determined by your performance in all exams. There will be four examinations administered during the semester. Each examination will include some **T/F, multiple choice, and may include essay** questions. The essay questions will be discussed thoroughly in class. In assessing your overall performance, I will drop the lowest of your first three class exams, and then give equal weights to the remaining three examinations, plus your score in the **TERM PAPER**.

TERM PAPER GUIDLINE

Your paper must be double-spaced, standard font style and size, and must have at least five (5) references that were utilized in the paper and cited in a separate sheet at the end of the paper. The textbook cannot be included in the five references. Current business related articles will enhance the paper. Web-based information will only be accepted as a reference if it is from a credible and reliable source. I will give you the instructions regarding your paper in class. The paper is worth a maximum of 100 points

Any form of plagiarism will result in no credit for the paper.

Plagiarism is defined as submitting anything for credit in one course that has already been submitted for credit in another course, or copying any part of someone else's intellectual work – their ideas and/or words – published or unpublished, including that of other students, and portraying it as one's own. Proper quoting, using strict APA formatting, is required, as described by the instructor.

- Students must properly cite any quoted material. No term paper, business plan, term project, case analysis, or assignment may have **no more than 20% of its content quoted** from another source. Students who need assistance in learning to paraphrase should ask the instructor for guidance and consult the FSU Writing Center.
- School of Business & Economics employs **plagiarism-detection software**, through which *all* written student assignments are processed for comparison with material published in traditional sources (books, journals, magazines), on the internet (to include essays for sale), and papers turned in by students in the same *and* other classes in this *and all previous semesters*. The penalty for plagiarism may range from zero credit on the assignment, to zero in the course, to expulsion from the university with appropriate notation in the student's permanent file.
- Each student enrolled is expected to take his/her exams and quizzes individually without any assistance from others. Receiving assistance from any other student(s) or person(s) on assessments is a violation of this honesty policy.

NO MAKE-UP EXAMS. ANY STUDENT THAT MISSES ANY OF THE FIRST THREE

CLASS EXAMS HAS THE OPTION OF TAKING A COMPREHENSIVE FINAL EXAMINATION, OR THE MISSED EXAM WILL BE THE SUBSTITUTE FOR THE ONE THAT I AM SUPPOSED TO DROP WHEN ASSESSING YOUR OVERALL PERFORMANCE.

The numerical value of the letter grades assigned in the course is as follows:

A	=	92-100	4 per credit hour.
B	=	83-91	3 per credit hour
C	=	73-82	2 per credit hour
D	=	64-72	1 per credit hour
F	=	0-63 (academic failure)	0 per credit hour
FN	=	Failing due to non-attendance.	0 per credit hour
W	=	Withdrawal from the course/university	No impact on GPA.

Attendance Requirement:

Students are expected to attend **all** class meetings, laboratories, and other instructional sessions for all courses in which they are enrolled. Students are also expected to arrive to class on time and remain in class for the entire scheduled period. When students must miss class(es) for unavoidable reasons, i.e., illness, family emergencies, or participation in official university sponsored activities – they are responsible for informing faculty of the reasons for the absences, in advance if possible, and completing all missed assignments. Faculty members will indicate in their syllabi the conditions for making up missed assignments.

During the first half of the semester/term, faculty will assign an interim grade of “EA,” Excessive Absences, for students whose class absences exceed 10% of the total contact hours for the class. Students who receive EA interim grades must either withdraw from the class or resume attendance. Students who resume attendance must consult with the instructor about completion of missed assignments. The EA is not a final grade, so students who are assigned an interim grade of EA, but do not withdraw from the class, will receive a final grade based on the evaluation criteria for the class.

Please note that the WN grade is no longer in effect. Students must not expect faculty to withdraw them from classes.

DISRUPTIVE BEHAVIOR:

For complete information on this, go to:

http://www.uncfsu.edu/policy/policies/academic_affairs/Disruptive%20Behavior.Final.pdf

Student Behavior Expectations: -The instructor will respect all students and will make every effort to maintain a classroom climate that promotes learning for all students. Students must accept their responsibility for maintaining a positive classroom environment by abiding by the following rules:

1. Students are expected to arrive to class on time, remain in class until dismissed by the instructor, and refrain from preparing to leave class until it is dismissed.
2. Student/teacher relationships, as well as relationships among peers, must be respectful at all times.
3. Students are not permitted to wear headphones or other paraphernalia that may be distracting to the classroom environment.
4. Students must refrain from any activity that will disrupt the class; this includes turning off cell phones and pagers.
5. Students are not permitted to use profanity in the classroom.
6. Students will not pass notes or carry on private conversations while class is being

VII. Academic Support Resources:
Internet Sources.

VIII. Course Outline & Assignment:

<u>TOPIC.</u>	<u>READINGS.</u>
1. Entrepreneurs Recognize Opportunities.	Chapter 1
The Challenge of Economics.	Reading Material in Blackboard.
Business Plan: Road Map to Success.	Chapter 2.
<u>EXAM # ONE.</u>	
The US Economy.	Reading Material in Blackboard.
Creating Business from Opportunity.	Chapter 3.
Financial Planning: Why it's important To You.	Reading Material in Blackboard.
<u>EXAM # TWO.</u>	
Supply and Demand.	Reading Material in Blackboard.
Exploring Your Market.	Chapter 4
<u>EXAM # THREE.</u>	
Developing the Right Marketing Mix.	Chapter 5.
Credit management.	Reading Material in Blackboard.
Smart Selling and Effective Customer Service.	Chapter 6.
Understanding and Managing Start-Up, Fixed and Variable Costs.	Chapter 7.

Cash Floor and Taxes

Chapter 9.

Management, Leadership, and Ethics.

Chapter 13.

FINAL EXAM

IX. Teaching Strategies

Classroom lectures with power point slides.
Heavy use of the Internet resources.

X. Internet Resources:

Famous entrepreneurs:

http://entrepreneurs.about.com/od/famousentrepreneurs/Famous_Entrepreneurs.htm

Website with a large number of links to case studies on entrepreneurship (some of the links are no longer working properly):

http://www.business.uiuc.edu/ael/resources/interesting_stuff/CaseStudyResources.pdf

A formal theoretical examination of Entrepreneurship, Innovation and Growth, by T. N. Srinivasan:

<http://scid.stanford.edu/pdf/credpr175.pdf>, and see also

<http://www.econ.yale.edu/~srinivas/entrepreneurship%20innovation%20and%20growth.pdf>

A Hierarchical Process Model of Innovation and Entrepreneurship:

http://www.unr.nevada.edu/~fadali/II_Model/Model_1.pdf

An Essay on Venture Capital, Entrepreneurship and Innovation and the role of the internet in promoting global entrepreneurship in emerging markets:

http://itc.mit.edu/itel/docs/2001/mcknight_parker_nvng.pdf

Entrepreneurial competition between nations:

<http://www.cisc.ie/documents/0008ciscwp%20.pdf>

On Ethics and Entrepreneurship:

<http://www.managementhelp.org/ethics/ethics.htm>

Creativity:

<http://www.enchantedmind.com/html/creativity/techniques/techniques.html>

<http://tip.psychology.org/debono.html>

Amazon.com web services for entrepreneurs (PDF copy of slide presentation):

<http://developers.sun.com/learning/javaoneonline/2005/webtier/TS-5958.pdf>

**I RESERVE THE RIGHT TO MAKE ANY CHANGES ON THE SYLLABUS THAT I FEEL APPROPRIATE DURING THE COURSE OF THE TERM.
GOOD LUCK EVERYONE!**