

Course Title: Entrepreneurship

Course Number: MGMT0342-501

Course Credits: 3.0

Instructor: Christina Atwater

Course Description: Students gain valuable experience in innovating and creating new business or not-for-profit opportunities. They will learn to find and develop new projects, to design new products and services, and to translate their ideas into comprehensive, workable business plans.



Course Assignments:

- Students will complete an exploration assignment each week to expand upon their knowledge of entrepreneurship. Assignments range from watching videos and answering questions to reading articles and case studies. They will be relevant to APPLICATION of material.
- Students will blog each week using the opportunity to apply their personal knowledge of the subject matter (researched or real) and make it relevant to a University student.
- Students will collaborate and communicate via discussion forums during weekly assignments
- Students will complete exams in essay or case form.
- Students will complete a fully functional and usable **business plan**.

Required Materials:

- Online access for PLATO and other websites including YouTube, etc. and a method to store documents for submittal.
- No textbooks will be required for this class but articles and videos will be required.

What do I expect from you?

The online course format will require you to take strong ownership in your work materials. Exploring the subject matter outside of assignments is vital. You will be required to take part in discussions each week and you will complete a business plan project. Students enrolled in online courses can expect to devote **an equal amount of time** and effort into course requirements, as they would in a traditional course (meeting 3x 50 mi=2.5 hours) + (2x class meetings as homework) totaling approximately 6-9 hours of work each week

What can you expect from me?

I will log into the site daily (Monday through Friday). You can expect that I will receive and respond to email messages within a 24-48 hour timeframe. I will monitor the discussion forum daily (Monday through Friday and at random times over the weekend).

Evaluation

50% Business Plan

20% Exams

30% Blogs/Weekly Assignments