

**ENES 140**  
**“Discovering New Ventures – Foundations of Entrepreneurship”**

**COURSE DESCRIPTION**

This multi-disciplinary course helps students to learn the basic business, strategy, and leadership skills needed to launch and manage new ventures. Topics include learning how to assess the feasibility of a new venture, as well as how to apply best practices for planning, launching, and managing new companies. Students discuss a wide range of issues of importance and concern to entrepreneurs and learn to recognize opportunities, assess the skills and talents of successful entrepreneurs, and learn models and “rules of thumb” that help them navigate uncertainty. The opportunities and challenges of entrepreneurship are explored, as is the ability to use entrepreneurial skill sets in a corporate environment.

**COURSE GOALS**

- To understand what it means to be an entrepreneur and a leader
- To explore the motivations and characteristics that drive entrepreneurs
- To be able to identify and evaluate opportunities for new ventures
- To know how to gather resources to convert opportunities into new ventures
- To develop the skills for identifying and analyzing entrepreneurial opportunities

**CONFIDENTIALITY AND ACADEMIC INTEGRITY**

Throughout the classes, students will be exposed to proprietary information from other students, guest lecturers and faculty. All such information is to be treated as confidential. By enrolling in and taking part of this course, students agree not to disclose this information to any third parties without specific written permission from students, guest lecturers or faculty, as applicable. Students further agree not to utilize any such proprietary information for their own personal commercial advantage or for the commercial advantage of any third party. Students agree that any advice provided by the instructor and any affiliated parties is advisory and not fact, and will not serve as the basis of any legal suit. Any breach of this policy may subject a student to academic integrity proceedings as described in the University of Maryland policies and procedures, and to any remedies that may be available by law. Receipt of this policy and registration is evidence that you understand this policy and will abide by it.

**INSTRUCTOR**

James V. Green

- Education – Doctor of Management, University of Maryland University College; Master of Business Administration, University of Michigan; Master of Science in Technology Management, University of Maryland University College; Bachelor of Industrial Engineering, Georgia Institute of Technology
- Experience – Hinman CEOs Program (Director), WaveCrest Laboratories (Energy Start-up), Cyveillance (Software Start-up), NetMentors.Org (Non-Profit Software Start-up), Booz Allen Hamilton (Management & Technology Consulting)

Contact Information

- [jvgreen@umd.edu](mailto:jvgreen@umd.edu), 301.314.1450
- Available by appointment

**LOCATION**

Classes are held in the Hinman CEOs seminar room in South Campus Commons Two (Bldg 997).

**COURSE MATERIALS**

The required text is “Entrepreneurship” (7th Ed.) by Kuratko & Hodgetts, ISBN: 0324323417.

**ATTENDANCE AND PARTICIPATION POLICY**

Attendance is required, as topics increase in complexity and build upon on another daily. You are expected to come to class prepared, and play an active role in the discussions that take place during class periods.

**TEACHING AND LEARNING STYLE**

The course will be lecture-based and highly interactive. Class participation is required. The teaching style will include class discussions on academic concepts with practical examples and applications. Students will be challenged to grasp concepts and relate them to other concepts presented.

**GRADING**

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|--|--|------|
| Class Discussions                                    |  |      |
| Contribution and Discussion of Readings (Individual) |  | 15%  |
| Assignments  |  |      |
| 1: Opportunity Assessment (Individual)               |  | 15%  |
| 2: Case Analysis (Individual)                        |  | 20%  |
| 3: Idea Paper (Team)                                 |  | 15%  |
| Team Project   |  |      |
| 4: Investor Presentation – Dry Run (Team)            |  | 10%  |
| 5: Investor Presentation – Final (Team)              |  | 20%  |
| 6. Peer Evaluation (Individual)                      |  | 5%   |
|  |  | 100% |

- *Contribution and Discussion of Readings* – Based on (a) attendance, defined as being in the classroom and prepared on-time, and (b) contribution and discussion, defined as taking an active role in the discussions. This may include leading classroom discussions on readings.
- *Opportunity Assessment* – Based on the readings and classroom discussions, discuss (1) where you see the greatest opportunities for entrepreneurial success now and in the next few years and (2) share your own personal interests and ambitions as related to specific entrepreneurial ideas and markets. Three-page paper.
- *Case Analysis*– To be assigned in class. Three-page paper.
- *Idea Paper* – With your team, write a paper describing an idea that a company may be built around. Three-page paper.
- *Investor Presentation* – Teams will consist of five students. Evaluated based on the comprehensiveness of the presentation and evidence of preparation.
- *Peer Evaluation* – Evaluated as described on the peer evaluation worksheet distributed in class.

## **GUIDELINES FOR ALL COURSE ASSIGNMENTS**

The following guidelines apply to all assignments without exception.

- Print and bring all assignments in hardcopy to class at the start of class on the due date. ALSO email all assignments to the instructor.
- All written work must be submitted by email to [jvgreen@umd.edu](mailto:jvgreen@umd.edu) before the beginning of class on the date due. If you will not be in class on the due date, your paper must still arrive by the time and date it is due. You are certainly encouraged to turn in papers before the deadline.
- Assignments must be sent in a single Word document file (with the only exceptions being PowerPoint for the *Investor Presentation*)
- Assignments will be labeled as follows: lastname\_firstname\_assignmentnumber (e.g. Green\_James\_1 for my Opportunity Assessment, which is the first assignment).
- The subject line of the e-mail should contain the same label as the file name.
- All assignments must be typed in 12 pt font, times new roman, and single-spaced with 1” margins
- Do not exceed the page limit requirement as stated in each assignment (minimum 5 pt. penalty).
- You should put your name and your teammates’ names (for team assignments) on the first page of each assignment in alphabetical order by last name. If a team member did not contribute, do not include their name on the assignment as they will not receive any credit for that assignment.
- Assignments not meeting all of these guidelines will not be accepted.

## **INCLEMENT WEATHER POLICY**

Classes missed due to inclement weather will be offered at a later date determined by the instructor.

## **MEETING TIME**

Mondays through Fridays 9:30 AM – 12:30 PM

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|-----------------|
| <b>SCHEDULE</b> |
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***Module 1: The Scope of Entrepreneurship***

1. An Introduction to Entrepreneurship and Business Models
2. The Revolutionary Impact of Entrepreneurship, Chapter 1 of *Entrepreneurship*
3. The Evolutionary Development of Entrepreneurship, Chapter 2 of *Entrepreneurship*

***Module 2: The Entrepreneurial Perspective***

4. The Entrepreneurial Mindset in Individuals, Chapter 4 of *Entrepreneurship*
  - *Opportunity Assessment*
5. Creativity and Innovation, Chapter 5 of *Entrepreneurship*
6. Entrepreneurial Leadership and Ethics, Chapter 6 of *Entrepreneurship*
  - *Case Analysis*

***Module 3: Exploring Entrepreneurial Opportunities***

7. Assessment of Entrepreneurial Opportunities, Chapter 7 of *Entrepreneurship*
8. Environmental Assessment of Entrepreneurial Ventures, Chapter 8 of *Entrepreneurship*
9. Marketing Research for Entrepreneurial Ventures, Chapter 9 of *Entrepreneurship*
  - *Idea Paper*
10. Financial Preparation and Sources of Capital for Entrepreneurial Ventures, Chapters 10 and 14 of *Entrepreneurship*
11. Developing an Effective Business Plan, Chapter 11 of *Entrepreneurship*

***Module 4: Managing Entrepreneurial Ventures***

12. Strategic Planning for Emerging Ventures, Chapter 15 of *Entrepreneurship*
13. Legal Structures and Issues Impacting Entrepreneurial Ventures, Chapters 12 and 13 of *Entrepreneurship*

***Module 5: Bringing it All Together***

14. Team Presentations: Part I, Dry-Runs
  - *To be presented in class*
15. Team Presentations: Part II, Finals
  - *To be presented in class*