

SAM HOUSTON STATE UNIVERSITY
COLLEGE OF BUSINESS ADMINISTRATION
Department of General Business and Finance

Course Syllabus

Fall 2007

COURSE NUMBER: GBA 366
COURSE TITLE: Global Entrepreneurship and Innovation

PREREQUISITES: Jr. or Sr. Standing

INSTRUCTOR: Dr. Charles R. B. Stowe

OFFICE: BA 200B

PHONE: Office: 294-1287
Home: 295-0010*

*For use in dire emergencies only.

EMAIL: fin_crs@shsu.edu

This is my preferred method of communication!

OFFICE HOURS:

Monday and Wednesday 3-5 PM

Tuesday evenings after evening class

Or by appointment

REQUIRED TEXTS: *See Attached sheet.*

SUPPLEMENTAL TEXTS: TBD

RECOMMENDED READING: *Forbes, Inc, Technology Review, or Entrepreneurship* in that order!

SHOPPING LIST: (1) Text, (2) 2" binder, white with clear covers, (3) Set of colored pens, (4) Highlighter (yellow, pink, or orange).

COURSE DESCRIPTION: This course covers the theory of entrepreneurship, the wealth creation process, the role of innovation and intellectual capital in economic growth and prosperity and the nature of entrepreneurial thinking.

COURSE OBJECTIVES:

Students will be expected to:

1. Gain factual knowledge (terminology, classifications, and trends) of entrepreneurship and innovation.
2. Develop and practice skills in oral and written communication.
3. Have the ability to research whether a business is an entrepreneurial firm or one that is a small business operation, and the ability to conduct research in the area of entrepreneurship. (Developing specific skills, competencies and points of view needed by professionals in the field most closely related to this course.)

TOPICS COVERED:

The Role of Entrepreneurs in Society	General Knowledge	3
Defining Entrepreneurial ventures	“	1
Sources of creativity in business firms	“	3
International implications and opportunities	“	3
Entrepreneurial thinking in the planning and execution	“	2
The Process of Creating Wealth	“	3
Sources of information on entrepreneurship	“	3

COURSE EVALUATION PROCESS:

Four Projects:

- 1 10% Taped interview with an Entrepreneur or Business Owner
- 2 15% Book Review
- 3 15% VU Case research
- 4 15% VU Case research #2
- 5 15% Foreign Country Analysis

Total 5 projects: 70%

Other class work (to include self-analysis, Business research memos, in class exercises on innovation and creativity) 15%

Comprehensive final 15%

ATTENDANCE POLICY:

This is NOT a correspondence course. If you develop serious health issues requiring accommodation, you should consult the Office of Services for Students with Disabilities located in the Counseling Center.

Attendance in this class is expected as is stated in the latest Sam Houston State University catalog. The penalty for excessive absences is as follows:

6 absences = automatic failure.

Also, those who miss a substantial number of classes will penalize themselves by missing material that will be discussed in class, missing in-class workshops, and lectures relevant to exams or tests. In this class only, you are encouraged to attend every class even if you are late. Please do not hesitate to come to class. Leaving early is NOT permitted. Once you are in class, you are expected to be there for the ENTIRE class. If late attendance becomes a problem, a penalty may be extracted. Otherwise, the intent of my policy is to encourage you to come to class. This is only true of this particular course.

In the event that you must or have missed an examination, please call Dr. Stowe as soon as practical. We will try to arrange a make up before the next class period if possible.

Attendance will be taken by means of written sign up sheets. Signing for another student who is not present is a violation of this course and will result in aggressive disciplinary action. If you are late to a class, you may sign in after class, so DON'T skip class just because you are a few minutes late. This policy applies to Dr. Stowe's courses... each professor has their own policies on this issue. Please note that **leaving a class before it is over for any reason other than immediate illness without advance approval may result in that class counted as an absence.** You should **not** schedule interviews, appointments, etc during class time. Repeated tardiness may result in absence so please don't abuse the lateness rule.

The system is automatic. NO "PERMISSION" is given to miss a class - this system permits a reasonable number of absences for sickness, etc. So, it is NOT necessary to inform me that you will not attend class on a particular day.

CLASSROOM POLICIES:

In order to facilitate a positive classroom environment, please observe the following:

1. In accordance with university regulations, there will be no smoking, food or drink permitted in the classroom.
2. Class will start promptly at the assigned time.
3. "Twenty minute" rule: If for any reason the professor is late for class, the class will be expected to wait quietly for 20 minutes before leaving. One student should report to Dr. James' secretary to inquire as to the status of class for that day 15 minutes after the class is scheduled to begin.
4. To ask a question or to indicate a desire to participate, please raise your hand. Merely speaking up is not appreciated in large classes.
5. In this course, we will be reading assigned readings and will not a conventional "text" book.
6. No headphones or earphones shall be worn during class.
7. **No sleeping** is permitted.
8. No hats shall be worn in class with the exception of religious garments.
9. Cell phone must be **turned off** in class.

OFFICE POLICY:

1. You are most welcome to come by for coursework assistance, academic advisement, legal advice, a willing ear for personal problems, etc.
2. My office is located in COBA 200B located on the second floor at the end of the faculty hall closest to LSC.
3. Since I work best with my office door closed, do not walk away if you find it closed! In accordance with a British Navy tradition, KNOCK then enter as opposed to merely waiting for me to yell out or open the door. Thank you!
4. Concerning phone calls. Please do not be offended if the answering machine takes your phone call. If I am with a student, I try to not interrupt our session with calls. Please leave a message and I will return your call. Your call is important to me so please leave your name, phone number and purpose of your call and when you will be available. If you have a dire emergency call 294-1278 and talk to Ms. Janice Walding, Department Secretary.

RELIGIOUS HOLY DAYS POLICY:

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Section 51.911 (a) (2) defines a religious holy day as: "a holy day observed by a religion whose places of worship are exempt from

property taxation under Section 11.20....” A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed. For a complete listing of the university policy, see: http://www.shsu.edu/~vaf_www/aps/documents/861001.pdf

STUDENT ABSENCES ON RELIGIOUS HOLY DAYS POLICY:

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Section 51.911 (a) (2) defines a religious holy day as: “a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20....” A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

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STUDENTS WITH DISABILITIES POLICY:

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center . They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Counseling Center and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Counseling Center. For a complete listing of the university policy see:

http://www.shsu.edu/~vaf_www/aps/811006.pdf

VISITORS IN THE CLASSROOM:

Only registered students may attend class. Your professor may grant permission for adult visitors on a limited basis.

EXAMINATION AND HONOR POLICY:

1. EXAMINATIONS AND QUIZZES are the SOLE property of the professor. Retaining any copies is prohibited.
2. Students who have knowledge that others are cheating are accessories to the act.
3. If you become aware that a student might be taking unfair advantage by cheating you are invited to report any such information to me. Any information you provide will be kept CONFIDENTIAL and your identity will be protected. The purpose of this policy is to encourage an environment in which EVERYONE has a fair opportunity to do well in the course by insuring that no one might have an unfair advantage. Looking at another person's scan tron or paper, writing after you have been instructed to stop, retaining a quiz or exam, using notes while taking exams, or getting help from a friend during an exam are examples of cheating that simply WILL NOT BE TOLERATED.
4. A significant portion of this course evaluation is based on YOUR ability to find answers...on these types of research assignments it is critical that you demonstrate that you can use credible sources and provide proper attribution (credit). On these assignments, the more you consult with real-world, credible sources, the better your grade so long as you give proper attribution. However, using another student's written answers is not permissible and constitutes prosecutable fraud.
5. In the event that the professor witnesses cheating, appropriate action will be taken as circumstances require.

OFFICE POLICY:

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4. In the event that the professor witnesses cheating, appropriate action will be taken as circumstances require.

COURSE OBJECTIVES:

GBA 281 & GBA 362 - To develop a sensitivity toward the legal consequences of everyday transactions, an appreciation of judicial and non-judicial methods of conflict resolution, and basic business law vocabulary and an introduction to Socratic and analytic reasoning.

GBA 366 Global Entrepreneurship and Innovation: This course is a readings/research course but with a twist... no long term papers. Instead, you will conduct interviews throughout the semester. Course material is on historical role of entrepreneurs, the concept of intellectual capital and role of innovation in promoting economic growth and well being. Useful for those wanting to really understand how people become rich by creating wealth.

GBA 464 - Entrepreneurship... This course is a practical, no-nonsense course on how to make money. The objective is to give each student a PERSONALIZED PLAN that is REALISTIC given particular talents, financial limitations, experience and life style choices. If you have ever even thought about owning your own business, then this is THE course for you. Ample use of videotapes of entrepreneurs are used and class lectures are derived from commercial programs offering the material at thousands of dollars!

GBA 363 - Human Resources Management Law. The decade of the 1980's and 1990's included massive changes in personnel laws. This course surveys all the legal aspects of employment law from hiring to termination, from AIDs in the workplace to compensation. Taught in seminar fashion with group and individual interaction. Essay format for exams. A must for management majors.

GBA 465 International Business Law - This is a must course for international business majors. The course is focused on business transactions though some case law is presented to illustrate how transactions are conducted. The course is designed to prepare those who may be involved in international business transactions from investing, to assessing risk, to developing or implementing marketing strategies, to sales, to financial issues and product distribution and transportation.

A FINAL WORD:

YOUR PROFESSOR'S GOAL IS TO MAKE THIS THE BEST, MOST VALUABLE COURSE YOU HAVE EVER TAKEN.

If you have concerns about a lecture, a class policy or procedure, a test, please give me the courtesy of coming by to talk with me first. It is easy to make an appointment by stopping me after class and we will find a mutually convenient time if my office hours are not convenient. If you are not satisfied with our discussion, then I will gladly take you to the next level of administration. Your professionalism in this matter is greatly appreciated.

CAVEAT:

1. The above policies are subject to modification. Any changes will be announced in class.
2. The professor reserves the right to modify the schedule to insure maximum benefit from the course.

Reading and Examination Schedule

GBA 366

Fall 2007*

WARNING: Please be aware that Professor reserves the right to change the schedule, class policies, grading system, etc as circumstances require!!!

Class	Date	Deadlines	Readings	Lectures
1	August 20	Daytime classes begin		First class Introduction to course. Dfn entrepreneur, innovation and globalization. -Note taking -The Binder
2	August 22			-Format for Business Research Memos -Format for Binder -Entrepreneurs role in society - Entrepreneurial Thinking
3	August 27		Explanation of Taped Interview - Learning to learn from life!	Self Analysis exercise in class
4	August 29			The Importance of Networking... How to Know what you are to do if you haven't done it?
5	September 3			Think and Grow Rich
6	September 5			Think and Grow Rich
7	September 10	Taped Interview Due with report.		Differences between entrepreneurs and small business owners.
8	September 12		Article reading: How to Enhance the Value of a Business for Sale	
9	September 17			Business 2.0, Inc.,

				Forbes Readings & discussion
10	September 19	HW: Letters due with stamped envelopes	VU Case 1	Business Research for the real world...
11	September 24	THINK AND GROW RICH assignment due		Business Research Memo format Thinking Entrepreneurially
12	September 26			Learning from "Trade Books"
13	October 1		VU Case 2	What we learned from Case 1
14	October 3	VU Case 1 Due		Innovation - Part I
15	October 8			Innovation - Part II
16	October 10	Book Review Due		Innovation - Part III
17	October 15		Article reading: A Framework ...	Innovation Part IV
18	October 17	VU Case 2 Due		Article review exercise. Finding innovation around us. Visible and Behind the scenes.
19	October 22	HW BR memo on innovation		Implications for College Students
20	October 24			Globalization I: Fortune at the Bottom of the Pyramid
21	October 29		Article Read: Heritage Foundation site.	Globalization II: Assessing Entrepreneurial Environments
22	October 31			Globalization III Impact on Your Career!
23	November 5	BRM on Your Career and Global Competition		Identification of Right Business Opportunities
24	November 7			Buy or Start Up - Asking the Right Questions

25	November 14	HW BR memo on country analysis		Valuation issues
26	November 19			Open topic
27	November 20 -	Thanksgiving	Holidays	
28	November 28			Legal Issues in Starting a Business - Part I
29	December 3			Where to Go for Help on Legal Issues - Part II
	December 5			Developing Entrepreneurial Skill Sets and Review for FINAL EXAM!

Projects

1. All homework must be typed.
2. Submission by hardcopy only.
3. There is a detailed memo posted on the format to be used in writing business research memos for this class.

Homework Project 1 - **Book Review**

Format to be distributed in class.

You will be selecting your book from a list. The prices run from \$9-\$15.00 plus shipping from www.amazon.com. You will be required to present a copy of the book which you may also obtain from a library. The point is that the book you select for your book review will not be a text book, but a very practical and carefully selected one that should be a great read!

Homework Project 2 - Taped Interview plus Memo- **Profile of a Business Owner**

Interview with an entrepreneur or small business owner. You will conduct an interview with someone who owns a business. The purpose of the interview is to develop a case profile of an individual business to determine whether that firm would be classified as a small business or as an entrepreneurial venture. Your interview will include questions that will be provided to you. In addition, you will develop a list of questions from a class lecture on the subject of the difference between a “Mom and Pop” enterprise and an entrepreneurial firm. Your list of questions **MUST** be approved prior to the interview. Extra points if you are able to get permission to videotape the interview.

Homework Project 3 – **Entrepreneurs in Action! Case Study 1**

You will produce a proposal in response to a case study produced by Vanderbilt University's Dr. Wil Clouse. The case will be posted along with resources to be used.

Homework project 4 – **Entrepreneurs in Action! Case Study 2**

You will produce a proposal in response to a case study produced by Vanderbilt University's Dr. Wil Clouse. The case will be posted along with resources to be used.

Homework Project 5 - **Foreign Country Analysis**

You have the task of researching a country for its 'business climate' and for helping a firm decide how it might expand its operations into that nation. A very practical bit of research that will give you the experience of using "real world" sources. The value of this exercise is illustrated by an email I received last semester:

Other HW and readings will be assigned and explained in class.