

Fall 2015

# BA 1001

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*University of New Orleans*

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**Syllabus – Fall 2015**  
**BA 1001-476**  
**Introduction to Entrepreneurship**

**Instructor:** Professor Kenneth J. Lacho, Ph.D.

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**E-mail:** kjlacho@uno.edu

**Phone:** 504-280-6482

**Office Hours:** 11:00 am -1 pm  
Tuesday/Thursday or by appointment

**Required Text: *Entrepreneurship*.** Lambing, Peggy A. & Kuehl, Charles R.,  
Authors. (2007), 4th edition. Prentice-Hall, Upper Saddle River, New Jersey,  
ISBN # 0-13-228174

**Course Goals:** This course is designed to have the student gain an understanding of  
Entrepreneurship and the business plan.

**Course Objectives:** Upon completion of this course the student should:

1. Have an understanding of the nature of the entrepreneur and of the entrepreneurial process.
2. Recognize the sources of business ideas and how to recognize and screen business opportunities.
3. Understand what is a business plan, when to use one, and what are its major elements.
4. Understand the factors which go into starting up a new business such as where to go for information, building a management team, procuring financing, legal issues, and marketing.
5. Have an understanding of the issues faced by female and minority entrepreneurs in starting and managing a small business.
6. Understand how entrepreneurship contributes to economic development.

**Policies:**

The instructor is to be addressed as Dr. Lacho in all correspondence. Correct spelling and grammar are required. Do not start your email with Hey or Hi.

If at the end of the semester you have missed several assignments, it is too late to turn them in. **Do not ask to do extra work for extra credit. It is not fair to other students. Do not ask for any favorite treatment regarding your grade.**

**Late papers are late. No excuses. Late papers will receive a reduction of 5 points for each day late.**

If you have any computer-related problems with the course contact the UNO Help Desk

## **Statement on Academic Integrity**

Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct for further information. The Code is available online at <http://www.studentaffairs.uno.edu>.

## **Statement on Accommodations for Students with Disabilities**

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, please go to <http://www.ods.uno.edu>.

## **Statement of Student Verification Procedures**

To ensure academic integrity, all students enrolled in distance learning courses at The University of New Orleans are required to participate in additional student identification procedures. At the discretion of the faculty member teaching the course, these measures may include on-campus proctored examinations, off-site or online proctored examinations, or other reasonable measures to ensure student identity. Authentication measures for this course are identified below and any fees associated are the responsibility of the student.

The University of New Orleans partners with Proctor U, a live, online proctoring service that allows students to complete exams from any location using a computer, webcam, and reliable internet connection.

The midterm exam will be given on the UNO campus on **Date October 6 from 4:00-6:00 p.m. in KH Room (to be announced). Bring your Student I.D. and Blue Scantron sheet.**

Students who cannot take the exam on campus must take the exam either through a university-approved proctoring center or online via Proctor U.

The University of New Orleans partners with Proctor U, a live online proctoring service that allows students to complete exams from any location using a computer, webcam, and reliable internet connection.

The aim of UNO in partnering with Proctor U is to provide students with a convenient, affordable, and secure way to complete exams from any location using a computer, webcam, and reliable internet connection. Proctor U is especially helpful for online students who may not be able to take their proctored examinations on campus or elsewhere in person. If you cannot attend an exam scheduled on campus, you may take it via Proctor U. The schedule of Proctor U fees can be found on our online testing page at <http://www.uno.edu/globaluno/online-testing.aspx> and more information about Proctor U can be found on our UNO portal page at <http://www.proctoru.com/portal/uno>.

### Lessons

The lessons for each week are found on Moodle. The lessons are available in two formats: one containing an audio lecture and one without audio (formatted for printing).

**Assignments - In the Assignment Section of Moodle, see individual assignments for details and dates due.**

**Announcements - Read at least once a week.**

### Schedule:

In the week of	Do this
Aug. 17	<p><b>Lesson 1</b> (see Moodle), Read pages 1-13 in <i>Entrepreneurship</i> by Lambing.</p> <p><b>Lesson 2</b> (see Moodle ), Read pages 1-13 in Lambing.</p>
Aug. 24	<p><b>Lesson 3</b> (see Moodle), Read pages 16 – 25 in <i>Entrepreneurship</i> by Lambing.</p> <p><b>Lesson 4</b> (see Moodle), Read pages 74 –81 in <i>Entrepreneurship</i> by Lambing.</p>
Aug 31	<p><b>Lesson 3</b> (see Moodle), Read pages 16 – 25 in <i>Entrepreneurship</i> by Lambing.</p> <p><b>Lesson 4</b> (see Moodle), Read pages 74 –81 in <i>Entrepreneurship</i> by Lambing.</p>

In the week of	Do this
	<p><b>Assignment 1:</b> How can a chamber of commerce help a small business owner chamber member promote his/her business?</p> <p><b>Assignment 1 due September 15 by 11:00 p.m. Submit your response in the Assignments and Exams section in Moodle. Late responses after 11:00 p.m. will receive a grade reduction of 5 points for each day late.</b></p>
Sept. 7	<p><b>Lesson 5</b> (see Moodle), Read pages 93–101 in <i>Entrepreneurship</i> by Lambing.</p> <p><b>Lesson 6</b> (see Moodle), Read pages 84-91 in <i>Entrepreneurship</i> by Lambing.</p>
Sept. 14	<p><b>Lesson 7</b> (see Moodle), Read pages 103-109 in <i>Entrepreneurship</i> by Lambing.</p> <p><b>Lesson 8</b> (see Moodle), Read pages 56-73 in <i>Entrepreneurship</i> by Lambing.</p> <p><b>Reminder: Assignment 1 due September 15 by 11:00 p.m.</b></p>
Sept. 21	<p><b>Lesson 9</b> (See Moodle), Read pages 27-38. in <i>Entrepreneurship</i> by Lambing.</p> <p><b>Lesson 10</b> (See Moodle ), Read pages 142-149 in <i>Entrepreneurship</i> by Lambing.</p>
Sept. 28	<p><b>Lesson 11</b> (see Moodle ), Read pages 150-152 in <i>Entrepreneurship</i> by Lambing.</p> <p><b>Lesson 12</b> (see Moodle), Read pages 166-170 in <i>Entrepreneurship</i> by Lambing.</p> <p><b>Lesson 13</b> (See Moodle), Read pages 164-166 in <i>Entrepreneurship</i> by Lambing.</p>
Oct. 5	<p><b>Mid-term Exam</b> on lessons 1-13 and designated pages in Lambing and special reading in "Course Documents" section.</p> <p><b>The midterm exam will be given on the UNO campus on October 6 from 4:00-6:00 p.m. in KH Room (to be announced). Bring your Student I.D. and a Blue Scantron sheet.</b></p>

In the week of	Do this
	<p><b>The online version of the Mid-term exam will be made available from 8:00 a.m. on October 5 until October 7 at 11 p.m. Test must be taken through Proctor U. You have 2 hours to take the test. The latest you can start the test is 9:00 p.m. on October 7. Moodle shuts down the test at 11:00 p.m.</b></p>
Oct. 12	<p><b>Lesson 14</b> (see Moodle), Read pages 178-193 in <i>Entrepreneurship</i> by Lambing.</p> <p><b>Lesson 15</b> (see Moodle), Read pages 178-193 in <i>Entrepreneurship</i> by Lambing.</p> <p><b>Lesson 16</b> (see Moodle).</p> <p><b>Lesson 17</b> (see Moodle), Read pages 170-177 in <i>Entrepreneurship</i> by Lambing.</p>
Oct. 19	<p><b>Lesson 18</b> (see Moodle), Read pages 152-164 in <i>Entrepreneurship</i> by Lambing.</p>
Oct. 26	<p><b>Lesson 19</b> (see Moodle), Read pages 110-113, 234-241 in <i>Entrepreneurship</i> by Lambing.</p> <p><b>Lesson 20</b> (see Moodle), Read pages 249-251 in <i>Entrepreneurship</i> by Lambing.</p> <p><b>Assignment 2:</b> Sources of Financing.</p> <p><b>Assignment 2 due November 17 by 11:00 p.m. Submit your response in the Assignments and Exams section in Moodle. Late responses after 11:00 p.m. will receive a reduction of 5 points for each day late.</b></p>
Nov. 2	<p><b>Lesson 21</b> (see Moodle), Read pages 195-206 in <i>Entrepreneurship</i> by Lambing.</p> <p><b>Lesson 22</b> (see Moodle), Read pages 244-247 in <i>Entrepreneurship</i> by Lambing.</p>
Nov. 9	<p><b>Lesson 23</b> (see Moodle), Read pages 208-216 in <i>Entrepreneurship</i> by Lambing.</p>

In the week of	Do this
Nov. 16	<b>Lesson 24</b> (see Moodle), Read pages 217-228 in <i>Entrepreneurship</i> by Lambing.  <b>Reminder: Assignment 2 due November 17 by 11:00 p.m.</b>
Nov. 23	<b>Lesson 25</b> (see Moodle).
Nov. 30	<b>Lesson 26</b> (see Moodle), Read pages 293-308 in <i>Entrepreneurship</i> by Lambing.
Dec. 7	<b>Final Exam</b> on lessons 14-26 and designated pages in <i>Lambing</i> .  Final exam available on Moodle <b>December 7 at 8:00 a.m. to December 9 at 11:00 p.m.</b> in Assignments and Exams section on Moodle. <b>You have 2 hours to take the test. The latest you can start the test is 9:00 p.m. on December 9. Moodle shuts down the test at 11:00 p.m.</b>

### Grade Allocation

Mid-term	100 points (Lessons 1-13)
Final exam	100 points (Lessons 14-26)

### Assignments

Assignment 1	25 points
Assignment 2	25 points

### Total Points

Assignments and Exams	250 Points
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### Grading Scale

224-250	A
200-223	B
175-199	C
150-174	D
Under 150	F