

Fall 2015

BA 1001

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University of New Orleans

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Syllabus

BA 1001-002 Fall 2015

Introduction	Welcome to BA 1001-002	
Instructor	Dr. Kenneth J. Lacho Seraphia D. Leyda University Teaching Fellow Walter J. Boasso Professor in Entrepreneurship	
Text	Lambing, P. A. and Kuehl, C. R. <i>Entrepreneurship</i> , 4th Ed. Prentice-Hall, 2007	
Class Hours	Tues./Thur. 11:00 a.m. – 12:15 p.m.	
Office Hours	By appointment, Kirschman Hall Room 355	
Telephone	(504) 280-6482	
Examinations	Midsemester, final exam Multiple Choice, True/False questions No makeup exams unless you have a physician's excuse. Mid-semester Date: October 7 Final Exam Date: Project Due: December 3	
Grade Composition	Mid-term Exam	40%
	Final Exam	40%
	Field Project	<u>20%</u>
	Total	100%
Grade Scale	90-100	A
	80-89	B
	70-79	C
	60-69	D
	Under 60	F

Course Policies and Structure:

1. Course credit: Successful completion of this course earns three undergraduate semester hours.
2. Attendance and Class Behavior Policy: As a matter of University policy you are expected to attend scheduled classes in which you are enrolled. If you will be unable to attend class, please try to notify the instructor in advance by telephone or e-mail. Roll will be taken each class because we are required to do so as a matter of University policy. **Students missing more than 40 percent of classes will receive a one letter grade reduction. Students who are late more than 40 percent of classes will receive a one letter grade**

reduction. Disruptive behavior in class will not be tolerated. This includes any behavior that interrupts or interferes with the class environment. As an adult in college you are expected to behave accordingly. If you cannot, you will be asked to remove yourself from class.

3. Academic Honesty: The University views academic dishonesty as one of the most serious offenses that a student can commit while in college and imposes appropriate punitive sanctions on violators. This applies to all course offerings whether on-site or online. Here are some examples of academic dishonesty. While not all-inclusive, this list should help you to understand some of the things instructors look for. For a more complete discussion of the issue, please see the University's policy on academic dishonesty which is posted on the UNO website.

- Cheating – intentionally using or attempting to use unauthorized materials, information or study aids in an academic exercise. This may include use of unauthorized aids (notes, texts) or copying from another student's exam, paper, computer disk, etc.
- Plagiarism – intentionally representing the words or ideas of another as one's own in an academic exercise without providing proper documentation of a source by way of a footnote, endnote, or in-text note.
- Unauthorized collaboration – Students, each claiming sole authorship, submit separate reports, which are substantially similar to one another. While several students may have the same source material, the analysis, interpretation and reporting of the data must be each individual's.
- Participation in academically dishonest activities – Examples include stealing an exam, using a pre-written paper through mail order or other services, selling, lending or otherwise distributing materials for the purpose of cheating, plagiarism, or other academically dishonest acts; alternation, theft, forgery, or destruction of the academic work of others.
- Facilitating academic dishonesty – Examples may include inaccurately listing someone as co-author of paper who did not contribute, sharing a take home exam, taking an exam or writing a paper for another student.

4. Statement of Accommodations for Students with Disabilities: The University of New Orleans (UNO) is committed to providing for the needs of enrolled or admitted students who have disabilities under Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 (ADA). University policy calls for reasonable accommodations to be made for students with disabilities on an individualized and flexible basis. The Office of Disability

Services (ODS) is responsible for academic accommodations for students with disabilities and students should contact ODS to make their individual needs known. For more information contact Amy King, Assistant Director, Office of Disability Services (UCC) at 280-6222. The complete policy is available online at: <http://www.ods.uno.edu>.

5. Students will be chosen at random to be interviewed during the semester by the instructor.
6. For each class period one or more student will be asked to give a 30 second elevator speech. The topic will be the instructor's choice.
7. **Students are expected to be on time for class.**
8. **Extra credit is not allowed. There is no special treatment on grades. Your grade is based on your performance in the class, not other factors.**
9. **Cell phones, Smart phones, etc. are not to be used in class. Put them away.**

Field Project Assignment

1. **Purpose.** To determine the status of small businesses in New Orleans during the post-Katrina period.
2. **Method.** Interview the owners of six (6) small businesses. Businesses are to be located in the New Orleans Metro Area. Parishes included in the metro area: Orleans, Jefferson, St. Bernard, St. Tammany, St. John, St. Charles, and Plaquemines.
3. Additional Small Business Questionnaires are available on Moodle. Details concerning the questionnaire and final report are available on Moodle.
3. You must be in class the day the project is due. Email submissions will not be accepted. If the report is not submitted the class period it is due a grade of F will be given.
4. See me if you have any questions

Lessons

Lessons 1-26 may be found on Moodle for this course. You should pull them down for class lecture notes and study purposes. **Check with Moodle once a week for schedule changes or messages.**

Guest Speakers

Guest speakers will be giving special lectures throughout the semester. Questions based on their lectures will be put on the mid-semester and final exams.

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. Have an understanding of operating a home-based business.
7. Understand how entrepreneurship contributes to economic development.