

## **Entrepreneurship: New Venture Creation**

**Professor Briance Mascarenhas**

**Rm. 256 Business and Science Building**

**Office Hours: Wednesday 5-6pm and by appointment**

**Please contact the professor using email in Canvas**

**REFER EVERY WEEK TO UPDATED ONLINE SYLLABUS ON CANVAS**

**Canvas Help- Office of Information Technology Help:833-648-4357**

Learning Objectives	<ul style="list-style-type: none"><li>• Identify and pursue your interest</li><li>• Develop founding team skills</li><li>• Aspire to a more impactful venture</li><li>• Test and improve your venture idea</li><li>• Develop a business model</li><li>• Build tempered confidence</li></ul>
Values	<ul style="list-style-type: none"><li>• Continuously improve</li><li>• Present ideas with integrity</li><li>• Collaboration and teambuilding</li><li>• Be aware and flexible</li><li>• Improve the world</li><li>• Be fabulous</li></ul>
Grading	<ul style="list-style-type: none"><li>• 50 % Individual and Team Assignments. These homeworks should be submitted online by that class day. Homeworks submitted late will not be accepted unless documented by an unforeseen medical or other event. These homeworks should be in Word, PDF, or Excel, not in Mac Pages formats. Instructor may adjust grades on a team based on individual contributions. Assignments will be graded on 100-point scale on the following three components:<ol style="list-style-type: none"><li>1. On-time submission</li><li>2. Addressed all questions separately, creatively, realistically, in detail.</li><li>3. Following directions for the assignment (such as length, bullet points)</li></ol><p>Maximum 100 points – if 3 out of 3 components done well. Maximum 90 points – if 2 out of 3 components done well. Maximum 80 points – if 1 out of 3 components done well. Maximum 70 points – if 0 out of 3 components done well. 50 Points – if homework is missing.</p></li><li>• 50% Team New venture business plan paper. Due by the last class session.</li></ul>

	The narrative excluding the Appendices should be about 1500 words and double-spaced. Your narrative should highlight the main points from the frameworks completed and revised in <b>red</b> using instructor feedback, as well as case lessons learned during the term and included in the appendices. Follow the detailed paper outline shown in Lesson 15. The instructor may adjust individual grades on a team based on individuals contributions.
Grades	A: 90 and above - Outstanding B+: 85-89 - Very Good B: 80-84 - Good C+: 75-79 - Very Satisfactory C: 70-74 - Satisfactory D: 60-69 - Poor F: <60 - Failing
Required Textbook	Barringer, B.R. and R. D. Ireland. 2012. Entrepreneurship: Successfully Launching New Ventures. Fourth edition, Pearson Prentice Hall: Upper Saddle River, NJ. ISBN 978-013-255552-4.
Disabilities and Student Support	If you need an accommodation, please contact the campus student disability office to obtain a letter for the instructor within the first two weeks of class for existing conditions. Alert the disability office and the instructor immediately of new conditions that emerge during the term. Student support resources may be accessed using the Canvas left tool bar under the RUC Student Resources tab.
Integrity	Students are expected and required to complete all assignments and final paper on their own. References and help received must be disclosed. Students must read and follow the Rutgers academic integrity policy: <a href="https://deanofstudents.camden.rutgers.edu/academic-integrity">https://deanofstudents.camden.rutgers.edu/academic-integrity</a>
<b>Lessons and Assignments Schedule</b>	See Canvas Assignments