

Chaminade University of Honolulu

Fall 2022

Course: ENT 301
Course Title: Entrepreneurial Leadership
Department/Division: Hogan Entrepreneurial Program
Course Credits: 3
Instructors & Office Location: Dr. Roy Panzarella, 808-739-4667,
roy.panzarella@chaminade.edu, Kieffer Hall Room 15
Mr. Jules Sukhabut, 808-739-8552,
jules.sukhabut@chaminade.edu, Sullivan Family Library 101
Office Hours: by appointment
Class Meetings: Tuesdays, 2:30 pm–5:20 pm
Class Location: Kieffer Hall Room 31

Course Description:

ENT 301 introduces the terminology, processes, behaviors, philosophies and attitudes that are the cornerstones of entrepreneurial leadership. It combines readings, lectures, case studies, exercises, guest lectures and personal reflection. Students will examine the key characteristics of an entrepreneurial leader. In addition, they will learn how to create a business plan, pitch a start-up business, utilize strategies for vetting business ideas and how to get the resources necessary to launch a business. Students will also focus on developing business and leadership skill sets, such as networking, teamwork, communication, relationship building and how to plan to achieve goals.

This course is also a laboratory for discovery through experiencing. Students will learn from each other. To simplify learning, a variety of communication skills and styles will be used. Students will be exposed to a wide range of skills, strategies and attitudes that are elements of a successful entrepreneur. They will also increase ability and confidence to pursue future entrepreneurial ventures. Students will work in teams to complete individual and team assignments as well as practice specific communication and teaming skills. In team projects each member of the team will receive the same grade.

Marianist Values:

This class represents one component of your education at Chaminade University of Honolulu. An education in the Marianist Tradition is marked by five principles and you should take every opportunity possible to reflect upon the role of these characteristics in your education and development:

1. Education for formation in faith
2. Provide an integral, quality education
3. Educate in family spirit
4. Educate for service, justice and peace
5. Educate for adaptation and change

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Native Hawaiian Values

Education is an integral value in both Marianist and Native Hawaiian culture. Both recognize the transformative effect of a well-rounded, value-centered education on society, particularly in seeking justice for the marginalized, the forgotten, and the oppressed, always with an eye toward God (Ke Akua). This is reflected in the 'Olelo No'eau (Hawaiian proverbs) and Marianist core beliefs:

1. Educate for Formation in Faith (Mana) E ola au i ke akua ('Olelo No'eau 364) May I live by God
2. Provide an Integral, Quality Education (Na'auao) Lawe i ka ma'alea a kū'ono'ono ('Olelo No'eau 1957) Acquire skill and make it deep
3. Educate in Family Spirit ('Ohana) 'Ike aku, 'ike mai, kōkua aku kōkua mai; pela iho la ka nohana 'ohana ('Olelo No'eau 1200) Recognize others, be recognized, help others, be helped; such is a family relationship
4. Educate for Service, Justice and Peace (Aloha) Ka lama kū o ka no'eau ('Olelo No'eau 1430) Education is the standing torch of wisdom
5. Educate for Adaptation and Change (Aina) 'A'ohe pau ka 'ike i ka hālau ho'okahi ('Olelo No'eau 203) All knowledge is not taught in the same school

Course Outcomes:

When students have successfully completed this course, they will:

1. Understand and be able to describe:
Entrepreneurship, core competencies and skills necessary to launch an entrepreneurial venture; identify and evaluate business opportunities and deliver an effective "pitch"
2. Understand and be able to describe key concepts and behaviors of effective communication
3. Understand and be able to describe:
Leadership, core competencies and skill sets necessary to lead oneself, teams and small organizations
4. Evaluate whether you would like to pursue a career as an entrepreneur and/or entrepreneurial leader

The course will include the following:

1. Strategic and creative thinking
2. Group discussions to explore key elements of assigned readings as well as class experiences
3. Examination of business, leadership & management situations and strategies
4. Unannounced quizzes, mid-term & final capstone project and final exam

Course Requirements:

1. Group and individual assignments include creating a Business Plan and Business Pitch
2. Complete reading assignments
3. Attend and participate in class, team discussions as well as all other ENT 301 activities
5. Final Project – The Business Plan and "Pitch" and/or similar capstone leadership project
4. Course File Folder – bring to each class

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Course Prerequisites:

EN102 Expository Writing

Course Text:

Entrepreneurship: The Art, Science, and Process for Success by Charles Bamford and Garry Bruton, 4th Edition (ISBN: 9781260682427)

Supplemental Materials:

Video lectures and powerpoint presentations as assigned

To prepare for the first class:

In preparation for the first day of class **please complete the following:**

- Purchase the class text - Entrepreneurship: The Art, Science, and Process for Success by Charles Bamford and Garry Bruton, 4th (ISBN: 9781260682427). You can purchase it at Chaminade's bookstore - <https://chaminade.bncollege.com/shop/chaminade/page/find-textbooks> or feel free to call them at 808-735-4798 if you have questions.
- Read chapters 1 and 2 as well as the attached Newsletter by Kyle Westaway #441 and be ready to discuss. Please explore some of the links in the newsletter and be prepared to discuss.
- Email me (roy.panzarella@chaminade.edu) and Mr. Jules Sukhabut (jules.sukhabut@chaminade.edu) your response to the following questions by 12noon Monday, August 22:

1. A three sentence introduction of yourself,
2. A list of three objectives you have for this course,
3. A list of three of your strengths, and
4. A list of three skills you would like to improve and why

(This information will be emailed to you on Mon., August 8)

Grading:

● Assignments	75 points (15%)
● Quizzes	75 points (15%)
● Midterm exam	75 points (15%)
● Participation	75 points (15%)
● Final Capstone Project	100 points (20%)
● Final Exam	<u>100 points (20%)</u>
Total:	500 points (100%)

Grading Scale:

Letter grades are given in all courses except those conducted on a credit/no credit basis. Grades are calculated from the student's daily work, class participation, quizzes, tests, presentations, team business plans, reports and the midterm and final examinations. They are interpreted as follows:

- 450 – 500 points = A Outstanding scholarship and an unusual degree of intellectual initiative
- 400 – 449 points = B Superior work done in a consistent and intellectual manner
- 350 – 399 points = C Average grade indicating a competent grasp of subject matter
- 300 – 349 points = D Inferior work of the lowest passing grade
(Not satisfactory for fulfillment of prerequisite course work)

< 299 points = F Failed the course

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Course Policies:

Disability Access: If you need individual accommodations to meet course outcomes because of a documented disability, please speak with me to discuss your needs as soon as possible so that we can ensure your full participation in class and fair assessment of your work. Students with special needs who meet criteria for the Americans with Disabilities Act (ADA) provisions must provide written documentation of the need for accommodations from the Counseling Center by the end of week three of the class, in order for instructors to plan accordingly. If a student would like to determine if they meet the criteria for accommodations, they should contact the Kōkua 'Ike Coordinator at (808) 739-8305 for further information (ada@chaminade.edu).

Title IX Compliance: Chaminade University of Honolulu recognizes the inherent dignity of all individuals and promotes respect for all people. Sexual misconduct, physical and/or psychological abuse will NOT be tolerated at CUH. If you have been the victim of sexual misconduct, physical and/or psychological abuse, we encourage you to report this matter promptly. As a faculty member, I am interested in promoting a safe and healthy environment, and should I learn of any sexual misconduct, physical and/or psychological abuse, I must report the matter to the Title IX Coordinator. If you or someone you know has been harassed or assaulted, you can find the appropriate resources by visiting Campus Ministry, the Dean of Students Office, the Counseling Center, or the Office for Compliance and Personnel Services.

Attendance Policy: Students are expected to attend all class sessions. Please notify me via email (roy.panzarella@chaminad.edu) when you are sick or have other extenuating circumstances which prevents you from attending class and making arrangements to complete missed assignments. If you stop attending this course without officially withdrawing, you may receive a failing grade. Unexcused absences equivalent to more than a week of classes may lead to a grade reduction for this course. Any unexcused absence of two consecutive weeks or more may result in being withdrawn from this course.

Academic Conduct Policy: Students should conduct themselves in a manner that reflects the ideals of the University. This includes knowing and respecting the intent of rules, regulations, and/or policies presented in the Student Handbook, and realizing that students are subject to the University's jurisdiction from the time of their admission until their enrollment has been formally terminated. Please refer to the Student Handbook for more details. A copy of the Student Handbook is available on the Chaminade website.

For further information, please refer to the Student Handbook: <https://assets.chaminade.edu/wp-content/uploads/2022/07/29101951/22-23-Student-Hanbook-Working-Revisions.pdf>.

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Schedule

This course schedule is a guide and will be followed as closely as possible.

Class	Class topics	Assignment(s)
#1 Aug. 23	<ul style="list-style-type: none"> ● Welcome Students! ● Welcome Jules Sukhabut! ● Ch 1. The Twenty-First Century Entrepreneur ● Ch. 2 Individual Leadership and Entrepreneurial Start-Ups 	<ul style="list-style-type: none"> ● Fun Exercise-Interview and Entrepreneur ● L02-5, Page 36 - Exercise 4 – Chart of Support
#2 Aug. 30	<ul style="list-style-type: none"> ● Ch. 3 Business Idea Generation and Initial Evaluation 	<ul style="list-style-type: none"> ● LO3, Page 57, 58 -Review Questions 1, 2, 3, 4, 5, 6, 7, 8, 9 (read these questions only for homework) -Business Plan Development Questions 1, 2, 3, 4 (read these questions only for homework) ● Read Ch.4
#3 Sept. 6	<ul style="list-style-type: none"> ● Ch. 4 External Analysis ● Discuss Fun Exercise 	<ul style="list-style-type: none"> ● LO4, Page 77, 78 -Review Questions 1, 2, 3, 4, 5, 6 (read these questions only for homework) -Business Plan Development Questions 1, 2, 3, 4, 5 (read these questions only for homework) ● Read Ch.5
#4 Sept. 13	<ul style="list-style-type: none"> ● Ch. 5 Business Mission and Strategy 	<ul style="list-style-type: none"> ● LO5, Page 98, 99 -Review Questions 1, 2, 3, 4, 5, 6 (read these questions only for homework) Read Ch.6
#5 Sept. 20	<ul style="list-style-type: none"> ● Ch. 6 Analyzing Cash Flow and Other Financial Information 	<ul style="list-style-type: none"> ● LO6, Page 120, 121 -Individual Exercises - Questions 1, 2, 3 ● Read Ch.7
#6 Sept. 27	<ul style="list-style-type: none"> ● Ch. 7 Financing and Accounting ● Discuss Midterm Exam 	<ul style="list-style-type: none"> ● LO7, Page 137, 138 -Individual Exercises - Questions 1, 2, 3 Read Ch.8
#7 Oct. 4	<ul style="list-style-type: none"> ● Ch. 8 Business & Financial Analysis 	<ul style="list-style-type: none"> ● LO8 Page 160, 161 -Individual Exercises - Questions 1, 2, 3 ● Study for Midterm Exam ● Read Ch.9
#8 Oct. 11	<ul style="list-style-type: none"> ● Ch. 9 Legal Issues with a New Business ● Guest Speaker: Christine Denton ● Midterm Exam 	<ul style="list-style-type: none"> ● LO9, Page 180, 181 -Business Plan Development Questions 1, 2, 3 -Individual Exercises - Questions 1, 2, 3 ● Read Ch.10
#9 Oct. 18	<ul style="list-style-type: none"> ● Ch. 10 Human Resources Management ● Guest Speaker: Christina Glovac ● Discuss Final Exam/Presentation/Project 	<ul style="list-style-type: none"> ● LO10, Page 180, 181 -Individual Exercises - Questions 1, 2, 3, 4 ● Read Ch.11

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#10 Oct. 25	<ul style="list-style-type: none"> • Ch. 11 Marketing 	<ul style="list-style-type: none"> • LO11-3, Page 213 -Exercise 3 - Questions 1, 2, 3 • Read Ch.12
#11 Nov. 1	<ul style="list-style-type: none"> • Ch. 12 Establishing Operations 	<ul style="list-style-type: none"> • LO12, Page 239 -Review Questions 1, 2, 3, 4, 5, 6, 7, 8 -Business Plan Development Questions 1, 2, 3, 4 • Read Ch.13
#12 Nov. 8	<ul style="list-style-type: none"> • Ch. 13 Exit/Harvest/Turnaround 	<ul style="list-style-type: none"> • LO13, Page 260 -Group Exercises - Questions 1, 2, 3, 4, 5 • Read Ch. 14
#13 Nov. 15	<ul style="list-style-type: none"> • Ch. 14 Franchising and Purchasing an Existing Business 	<ul style="list-style-type: none"> • Review for Exam/Presentation/Project
#14 Nov. 22	<ul style="list-style-type: none"> • Review for Exam/Presentation/Project 	<ul style="list-style-type: none"> • Review for Exam/Presentation/Project
#15 Nov. 29	<ul style="list-style-type: none"> • Exam/Presentation/Project 	