

# Chaminade University of Honolulu SPRING 2023

**Course:** ENT 302

**Course Title:** Hogan Colloquium

**Department/Division:** Hogan Entrepreneurial Program

**Course Credits:** 3

**Instructors & Office Location:** Dr. Roy Panzarella, 808-739-4667,  
[roy.panzarella@chaminade.edu](mailto:roy.panzarella@chaminade.edu), Kieffer Hall Room 15

Mr. Jules Sukhabut, 808-739-8552,  
[jules.sukhabut@chaminade.edu](mailto: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:**

The course is comprised of various workshops designed to develop skills essential to entrepreneurial work. Students will participate in practical hands-on sessions structured to enhance their ability to participate more effectively when applying their university and entrepreneurial learning in the actual world of work.

In some cases, the material covered may complement the development already introduced in Ent 301 or in other skill development experiences. For those students who have excelled in such activities, some of the skill improvement may occur in smaller increments. For those who have not been substantially exposed or who did not adequately master the material, the actual skill enhancement will be more dramatic.

In all cases, the students will be treated as if they are engaged in the actual world of work and will be treated to skill development that is normally provided by organizations seeking to expose their valued employees to important management development opportunities. This relatively advanced approach is intended to reflect the advanced status and high motivation of participants in the Hogan Entrepreneurial Program.

## **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

# Chaminade University of Honolulu SPRING 2023

## 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 Objectives:

When students have successfully completed this course, they will have been exposed to some of the skills essential to entrepreneurial work and will have improved your skill development in a variety of areas.

## 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. Workshops (3 hours each)
2. Writing Exercises
3. Speaking Exercises
4. Leadership Book Reviews
5. Other as assigned by individual workshop leaders

## Course Prerequisites:

EN102 Expository Writing

## Course Text:

None. Selected Readings: Workshop Facilitators may assign books or readings or distribute workshop materials in advance.

# Chaminade University of Honolulu SPRING 2023

## Supplemental Materials:

Video lectures and PowerPoint presentations as assigned

## Grading:

- Excercises. 150 points
  - Book Reviews 100 points
  - Attendance and Participation 250 points
- in ALL Assignments \_\_\_\_\_  
Total: 500 points

## 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

## Course Atmosphere:

This is a participatory hands-on class! We will learn from the sharing of different views and perspectives and by applying them to simulated business situations. It will be conducted at a level comparable to management development training in professional organizations. Students will be expected to conduct themselves with a professional decorum during all workshops; **to wear “aloha” business attire**; to be punctual for all meetings and to exchange professional courtesies in their interactions with facilitators and speakers.

## 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](mailto:ada@chaminade.edu)).

## **Chaminade University of Honolulu SPRING 2023**

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](mailto: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>.

# Chaminade University of Honolulu

## SPRING 2023

### ENT 302 Course Schedule – Location: Kieffer Hall Room 31

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

Day/Session Topic Facilitator Email			
<b>SESSION 1</b> Tues. – 1/10	Discussion regarding business ideas and general interest in Entrepreneurship		
<b>SESSION 2</b> Tues. – 1/17	<p>Ch. 3 Business Idea Generation and Initial Evaluation (Chapter 3, Page 41) - Opportunity Identification, Choose a Business</p> <p>Ch. 4 External Analysis (Chapter 4, Page 61) - Define Your Customers, Research Your Industry Yourself, Defining Actual Customers, Developing a Competitive Map</p> <p>Ch. 5 Business Mission and Strategy (Chapter 5, Page 81) - Mission Statements, Sustainable Competitive Advantage, Strategy</p> <p>Business Model Canvas</p>	<p>Table 3.2 (page 56) - Entrepreneur's Personal Deficit Analysis</p> <p>Table 4.1 (page 71) - Competitive Map</p> <p>Table 4.2 (page 76) - Company Evaluation of Resources and Capabilities</p> <p>Create a Mission Statement for your venture</p> <p>(Budget Airlines)  <a href="https://youtu.be/wlKP-BaC0jA">https://youtu.be/wlKP-BaC0jA</a>            (Intro)  <a href="https://youtu.be/I8nwNcCfyig">https://youtu.be/I8nwNcCfyig</a>            (Amazon)  <a href="https://youtu.be/434HUjsxfYw">https://youtu.be/434HUjsxfYw</a></p>	Students will choose a business to start/continue.
<b>SESSION 3</b> Tues. – 1/24	Ch. 6 Analyzing Cash Flow and Other Financial Information (Chapter 6, page 101)	Create an MS Excel with 5 year projections	Students will complete a financial plan for their venture (5 years)
<b>SESSION 4</b> Tues. – 1/31	Ch. 7 Financing and Accounting (Chapter 7)	Discussion and examples	Students will discuss and review examples
<b>SESSION 5</b> Tues. – 2/7	Ch. 8 Business & Financial Analysis	Discussion and examples	Students will discuss and review examples
<b>SESSION 6</b> Tues. – 2/14	Ch. 11 Marketing	Discussion and examples	Students will discuss and review examples

<b>SESSION 7</b> <b>Tues. – 2/21</b>	<b>Ch. 10 Human Resources Management</b>	<b>Discussion and examples</b>	<b>Students will discuss and review examples</b>
<b>SESSION 8</b> <b>Tues. – 2/28</b>	<b>Review Entrepreneur Experience (CUH Market)</b>	<b>Discussion and experience</b>	<b>Students will discuss and review Brownie and Real Estate business</b>
<b>SESSION 9</b> <b>Tues. – 3/7</b>	<b>Ch. 9 Legal Issues with a New Business</b>	<b>Discussion and examples</b>	<b>Students will discuss and review examples</b>
<b>SESSION 10</b> <b>Tues. – 3/14</b>	<b>Ch. 12 Establishing Operations</b>	<b>Discussion and examples</b>	<b>Students will discuss and review examples</b>
<b>SESSION 11</b> <b>Tues. – 3/28</b>	<b>Ch. 13 Exit/Harvest/Turnaround</b>	<b>Discussion and examples</b>	<b>Students will discuss and review examples</b>
<b>SESSION 12</b> <b>Tues. – 4/4</b>	<b>Ch. 14 Franchising and Purchasing an Existing Business</b>	<b>Discussion and examples</b>	<b>Students will discuss and review examples</b>
<b>SESSION 13</b> <b>Tues. – 4/11</b>	<b>Review Entrepreneur Experience</b>	<b>Discussion and experience</b>	<b>Students will discuss and review Brownie and Real Estate business</b>
<b>SESSION 14</b> <b>Tues. – 4/18</b>	<b>Review Entrepreneur Experience</b>	<b>Discussion and experience</b>	<b>Students will discuss and review Brownie and Real Estate business</b>
<b>SESSION 15</b> <b>Tues. – 4/25</b>	<b>Review Entrepreneur Experience</b>	<b>Discussion and experience</b>	<b>Students will discuss and review Brownie and Real Estate business</b>