

Chaminade University of Honolulu
Course: ENT 401 Fall 2021 Entrepreneurship – Applied Concepts and Practices

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Department/Division: Hogan Entrepreneurial Program
Course Credit: 3
Class Meetings: Thursday 2:30-5:20
Class Location: Kieffer Hall Room 31
Office hours: By appointment

Course Description:

The primary focus of this course is the application of the lean start-up methodology to the development of a new business venture. Students will learn how to use evidence-based methods to validate their business ideas, identify target customers and develop a stream-lined business plan appropriate for early stage efforts. Additionally, students will prepare a “pitch” presentation for their business and present it to interested parties at the culmination of the fall program. Results of these efforts should lead to a “go-to-market” opportunity for the students during the spring as part of ENT 402, during which students will further develop, as well as implement the next phase of their ventures.

The course is designed to maximize in-classroom discussions and strategic decision-making regarding each venture with a bias toward action, the goal being to minimize lecture time in favor of practical work on these projects. Through in-class discussion, required reading assignments, recommended articles and other external materials (videos, online courseware, etc.), we will learn to assess the feasibility, risk and opportunity of a business as well as prepare ourselves for launching our ventures, funding growth, as well as achieving that growth. We will also examine in detail, real-life “best practices” of successful new ventures.

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

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 Prerequisites:

Requires ENT301 as a prerequisite (unless exempt by the director). Builds upon the concepts discussed in ENT301 and applies them to real business situations.

General Purpose of the Course:

This course is a second level entrepreneurship course that is highly practical and hands-on. It will provide the participants the opportunity to apply the various skills, knowledge and behaviors of entrepreneurship explored in ENT 301. This course provides the opportunity to further develop these skills and apply them at a practical level.

Course Objectives:

When you have completed this course you should be able to:

- Develop a new venture business model and plan.
- Develop and deliver a new venture pitch.

Grading:

Success in the course is dependent on team work as well as individual and group time management. The proportion that each of the above contributes to your grade is as follows:

Required Reading Exercises (50 points each)	100
1 Team Business Plan Development Project	150
1 Team Plan Presentation	100
Attendance and participation in class discussions, project and activities	150

TOTAL 500 points

450 - 500 points = A

400 - 449 points = B

350 - 399 points = C

300 - 349 points = D

<300 points = F

Course Atmosphere & Expectations:

This course is highly interactive and participatory. The course design involves both individual and cooperative learning. Additionally, extensive interaction with the external business community through the business plan projects should be anticipated. Come to the class expecting to gain a significant amount, if not all, of the practical experience necessary to be launch a new business venture

We encourage you to actively question the presented material, thinking creatively, analytically and logically and contribute to the learning environment for your classmates. We expect you to attend class, fully prepared to discuss any assigned and/or recommended readings for each class. On team projects, do your part, be a leader, learn from mistakes, incorporate constructive feedback and adapt.

Entrepreneurship is hard. So is life, particularly the work part of it. You will be reliant on your team in whatever area you pursue, and expected to carry your weight in that pursuit. That said (by Woody Allen), eighty percent of success is showing up. This not only means that you must show up for class but you must demonstrate your presence through class participation.

Course Materials:

Videos, articles, video lectures and power point presentations as assigned.

In addition, spreadsheet templates and other tools may be used to practice business planning, business start-up and operations management skills.

Selected Readings: Additional readings or reference materials will be recommended and either provided, placed in the library on reserve or be optional.

Course Components:

In Class activities

Individual and team exercises and projects

Presentations

Field trips

In Class activities:

A variety of exercises will be conducted during the class time to provide the opportunity to practice new concepts, skills and knowledge. These exercises are not graded but will be useful skills that will be applied to assignments.

Field Trips:

Field trips are planned. These may or may not be taken within course time. The focus of these trips will be to examine specific business operations and/or other small business resources.

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: Student is 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 make 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: Student 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://chaminade.edu/wp-content/uploads/2019/08/NEW-STUDENT-HANDBOOK-19-20-Final-8.20.19.pdf>

Course Schedule:

The course schedule provided below is meant to be used as a guideline. While we will try to adhere to it as closely as possible, there may be particular topics that could take more time and others that may be added or changed. This flexibility allows us to flow with the students' interests and best meet your needs.

	Topics	Assignments
Class 1 Aug. 24	<input type="checkbox"/> Course Overview <input type="checkbox"/> Conflict Resolution/Negotiation	
Class 2 Aug. 31	<input type="checkbox"/> Networking and Impression Management with Guest lecturer	
Class 3 Sept. 7	<input type="checkbox"/> Initiative/Innovation	
Class 4 Sept. 14	<input type="checkbox"/> Cultural Intelligence – Organizations Culture and Change with Guest lecturer	Note: joint class with ENT 301
Class 5 Sept. 21	<input type="checkbox"/> Entrepreneurial Finance with Guest lecturer	Note: joint class with ENT 301
Class 6 Sept. 28	<input type="checkbox"/> Character Integrity & Ethics	
Class 7 Oct. 5	<input type="checkbox"/> Communication (storytelling, public speaking, interview, writing)	
Class 8 Oct. 12	<input type="checkbox"/> Communication (storytelling, public speaking, interview, writing) (continuation)	
Class 9 Oct. 19	<input type="checkbox"/> Harmonizing Work, Family and Self	Write a personal statement
Class 10 Oct. 26	<input type="checkbox"/> Operations and Strategic Vision (mission, vision, values)	
Class 11 Nov. 2	<input type="checkbox"/> Mini Case Study	
Class 12 Nov. 9	<input type="checkbox"/> Emotional Intelligence with Guest lecturer TBD <input type="checkbox"/> Crisis Leadership	Note: joint class with ENT 301
Class 13 Nov. 16	<input type="checkbox"/> Business Plan	
Class 14 Nov. 30	<input type="checkbox"/> Business Plan (continuation)	Final Case Study Analysis due