

## COURSE OUTLINE

**1. Course Number and Name:** Bus3101, Introduction to Entrepreneurship

**Credits:** 3

**2. Course Description:** As the entry portal into the MBAE curriculum, this introductory course serves a two-fold purpose. First, it exposes the student to a set of practical skills useful in summarizing, analyzing, and predicting business performance. Secondly, it invites an exploration of personal habits related to nurturing a successful entrepreneurial character.

The first component of Introduction to Entrepreneurship is a study of financial statements and the use of Microsoft Excel software which facilitates the presentation of accounting data. Students will collect financial information on three companies of their own choosing and use the features of Excel to conduct a ratio analysis.

In the second component of the course, students explore fundamental questions about the cultivation of character. As a further point of inquiry, they examine the ways in which personal values translate into successful business practices.

**3. Course Goals:** This course encourages the student to develop an expertise in using Microsoft Excel to present and analyze financial data. It also invites an exploration of life-defining personal values and habits.

**4. Course Learning Outcomes:** This 8-session curriculum equips the student with a set of skills in ratio analysis and financial reporting. In addition, it lays the groundwork for cultivating the habits of successful business leadership in the context of also living an enriched and meaningful life. After completing this course, the student will be able to:

1. Use the functions of Excel to organize and interpret the data
2. Perform a financial ratio analysis using accounting data
3. Distinguish between management and leadership
4. Define the habits of independence
5. Explain how the habits of independence can evolve into the habits of interdependence
6. Identify the characteristics of Level 5 leaders
7. Discuss the different types of skills that are needed for managing time, managing people, and managing risk

**5. Course Concepts:**

1. Excel as a tool for data analysis
2. Financial statements

3. Ratio analysis
4. Leadership
5. Cultivating effective personal habits
6. The Hedgehog Concept (defined by Jim Collins)
7. Sustaining the entrepreneurial vision

## **6. Required Texts:**

Bhide, Amar and Howard Stevenson. *Why Be Honest If Honesty Doesn't Pay*. Boston: Harvard, 1990 HBR Reprint 90501

Boyatzis, Richard, Annie McKee, and Daniel Goleman. *Reawakening Your Passion for Work*. Boston: Harvard, 2002. HBR Reprint R0204G

Collins, Jim. *Good to Great*. New York: Harper Business, 2001. ISBN: 0-06-662099-6

Covey, Stephen. *The 7 Habits of Highly Effective People*. New York: Free Press, 2004. ISBN: 978-0-7432-6951-3

Friedlob, George and Franklin Plewa. *Financial and Business Statements*, 3<sup>rd</sup> ed. New York: Barrons, 2006. ISBN: 978-0-7641-3418-0

Zaleznik, Abraham. *Managers and Leaders: Are They Different?* Boston: Harvard, 1977. HBR Reprint R0401G

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## **7. Recommended Reading**

Cohen, William A. *The New Art of the Leader*. New York: Prentice Hall Press, 2000. ISBN 0-7352-0359-8

Gerber, Michael E. *The E. Myth Revisited*. New York: Harper Business, 1995. ISBN 0-88730-728-0