**Course Title:** Innovation and Entrepreneurship  
**Course Number:** ENTR 310  
**Instructor:** L. Gingerella, Clinical Professor Entrepreneurial Studies

**Course Prerequisites:** Junior standing. MGMT 201 Managing People & Organizations, ACCT 201 Introductory Accounting, MARK 201 Principles of Marketing, ECON 201 Principles of Economics  
**Course Credits:** 3 credit hours

**Required Text:** Innovation Acceleration: Kuratko, Goldsby, Hornsby  
**Suggested Readings:** Innovation and Entrepreneurship, P. Drucker  
**Case Studies:** Distributed in class

**Course Overview:** This course is designed to be the introductory course to the entrepreneurship major. The course will introduce students to the meaning of entrepreneurship through the introduction of entrepreneurial skills and attributes applied in both corporate and new venture settings. Students will explore the importance of innovation, research, and problem solving as key business enablers for corporate renewal and new venture creation. This course is intended to provide the foundation and basic competencies required for further entrepreneurial studies.

**Intended Audience:** Students with an entrepreneurship major/minor concentration and junior status business students as a business elective

**Course description:** This course will prepare the student for the application of entrepreneurial innovation and problem solving skills in a corporate or new venture setting (non-for-profit or for-profit new ventures). Students will apply the process of innovation through primary and secondary research, and apply a problem solving process to various business and social issues. Students will learn to research exiting business models and economic and market trends for indicators of pending change. Course knowledge and skills will be presented through lecture, research, exercise and real world business issue applications. A combination of individual competencies and team competencies will prepare the student to move to the next level of entrepreneurial studies.

**Course terminal learning objectives:** The following terminal learning objectives will be accomplished through a combination of lecture, application and exam. These terminal learning outcomes are supported by related enabling knowledge and skills and introduced through learner research, application and team project work. Specific learning objectives are:

- Demonstrate an understanding of the meaning of entrepreneurial thinking.  
- Demonstrate an understanding of the role entrepreneurs play in corporate renewal process and new venture creation.  
- Demonstrate the process of innovation and the application of problem solving skills in the process.  
- Demonstrate the importance of Intellectual Property and Copyright research
- Demonstrate the process of developing a basic business financial plan
- Develop student’s primary and secondary research skills and clinical report writing skills through research assignments.
- Develop student’s communication skills through presentation report-outs of research assignments and project tasks.
- Develop a fundamental understanding of the systemic application importance of business ethics, accounting, finance, marketing, organizational behavior and economics.
- Develop an ethical foundation applied to the innovative research process.

**Assessment process:** The assessment of the terminal learning objectives will be demonstrated as follows:

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Assessment Method</th>
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<tbody>
<tr>
<td>Demonstrate an understanding of the meaning of modern day entrepreneurship</td>
<td>Successful completion through in class assignment</td>
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<tr>
<td>Demonstrate an understanding of the role entrepreneurs play in corporate</td>
<td>Successful completion through case research written report</td>
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<td>renewal process and new venture creation.</td>
<td>Successful completion through case research written report &amp; mid-term exam</td>
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<tr>
<td>Demonstrate the importance of Intellectual Property and Copyright research</td>
<td>Successful completion through case research written report &amp; final team project</td>
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<tr>
<td>Demonstrate the process of developing a basic business financial plan</td>
<td>Successful completion through course exercise</td>
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<tr>
<td>Demonstrated the process of innovation and the application of problem</td>
<td>Successful completion through written research report</td>
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<td>solving skills in the process.</td>
<td>Successful completion through assignment report-out presentations</td>
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<tr>
<td>Develop student’s primary and secondary research skills and clinical report</td>
<td>Successful completion through the a team project requiring the application of core</td>
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<td>writing skills through specific research assignments.</td>
<td>business skills and written exam</td>
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<tr>
<td>Develop student’s communication skills through presentation report-outs of</td>
<td>Identify and demonstrate the understanding of ethical issues as applied to innovation research through business case.</td>
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<td>research assignments and project tasks.</td>
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<tr>
<td>Develop a fundamental understanding of the systemic business application</td>
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<tr>
<td>importance of ethics, accounting, finance, marketing, organizational</td>
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<td>behavior and economics.</td>
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**Note:** A mid-term, final exam and course project will test the learning comprehension of the core learning outcomes.

**Instructional format:**
The course will combine lecture, exercise, and applied project work with associated research. Students will apply course knowledge and skill through case analysis and development of a real world new business innovation concept proposal. Student teams will process their new Business Innovation Ideas through a competition format that will **select-out** business ideas that **do not** meet minimum innovation success criteria. The course will conclude with the delivery and
presentation of an Innovation Proposal reflecting the team’s innovation project. Course material and assignments will be posted on blackboard and through the use of collaborative broadband technologies.

**Academic Dishonesty**
All forms of academic dishonesty are prohibited. This includes:

- Plagiarism - the use of materials from books, notes, and other sources in the student’s written work without due credit to the sources used, and is presented as the student’s original intellectual material.
- Cheating - the copying or sharing of test information/answers, copying of assignments, reports, term papers, etc.

*Plagiarism or cheating could result in automatic course failure (grade F) and possible school disciplinary action.*

**Course Performance Requirements:**
Student performance will be measured (graded) across four dimensions:

#1: Writing assignment. There will be 10 writing assignments consisting of end-of-chapter questions and other written reports.

**Note:** All writing assignments are due on the day posted on the agenda and/or Class session PowerPoints. **Late assignments will receive 50% point value reduction.** All assignments must be in hard copy format, typed, with correct tense, sentence structure, grammar, and free of spelling errors. **Hand written or e-mail reports will not be accepted.** Essentially, written assignments must reflect college level academic and intellectual ability. It should be noted that written assignments and associated oral discussions represent the application and personal observation of course material and not a quoted playback of text material. *(Grades are based on your personal interpretation)*

#2: Mid-term & Final Exam. Exams will be in-class and/or take-home

#3: Team Project: Innovation Proposal Project. Teams will be assigned in class. There will be a team peer evaluation to determine individual team member point award

#4: Class attendance & participation: Absence, late and poor participation will result in forfeiture of 50 points.

**Attendance & Participation Policy**

*Attendance is required.* Your contribution is an important part of the learning experience gained by each of your peers. Absence means you are taking away from the class dynamic and evolving culture of the class. **You are allowed a maximum of three unexcused absence. Each additional absence will result in a 10 point reduction.** Missing more than three unexcused classes and lack of course assignment preparation could mean the forfeiture of your class attendance/participation 50 points. The degree of prepared academic and intellectual insight and opinion regarding assigned topics will be used to measure class prep and participation.
Grade Criteria:
- Writing assignments 350 pts
  Ten assignments 35 pt value each
- Mid-term exam (Intellectual Property Research) 200 pts
- Final exam 150 pts
- Attendance & Participation 50 pts
- Team Innovation Proposal Presentation 50 pts
- Team Innovation Proposal 200 pts
- Total Points 1000 pts

Grade Scale
A 1000-950  C+ 766-723
A- 949-900  C 722-700
B+ 899-833  C- 699-667
B 832-800  D+ 666-633
B- 799-767  D 632-600
F Below 600

Clinical Professor:
Mr. Gingerella has over 30 years executive leadership experience including division president and executive positions within fortune 500 companies. His career spans large international companies to successful technology start-ups. In addition, Len’s entrepreneurial experience includes the founding, growing and subsequent selling of a multi-million dollar management-consulting firm to a NYSE company as well as mentoring several new successful start-ups.

Len holds an MS degree in Business Administration from Central Michigan University. He has authored numerous published articles, is an Angel Investor, Advisory Council Chairman at Lawrence Technological University, and most recently, held the position of Entrepreneur-in-Residence at DePaul University.