



FLORIDA
ATLANTIC
UNIVERSITY

COURSE CHANGE REQUEST Undergraduate Programs

Department Management Programs
College Business Administration

UUPC Approval 1/29/24
 UFS Approval _____
 SCNS Submittal _____
 Confirmed _____
 Banner Posted _____
 Catalog _____

Current Course Prefix and Number ENT 4024

Current Course Title Entrepreneurship

Syllabus must be attached for ANY changes to current course details. See Template. Please consult and list departments that may be affected by the changes; attach documentation.

Change title to:

Change prefix

From: _____ To: _____

Change course number

From: _____ To: _____

Change credits*

From: _____ To: _____

Change grading

From: _____ To: _____

Change WAC/Gordon Rule status**

Add Remove

Change General Education Requirements***

Add Remove

*See Definition of a Credit Hour.

**WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to this form. See WAC Guidelines.

***GE criteria must be indicated in syllabus and approval attached to this form. See Intellectual Foundations Guidelines.

Change description to:

Introduction to the major concepts and fundamental principles for starting a new venture. Emphasis is on customer development, business model validation and problems during the initiation stage.

Change prerequisites/minimum grades to:

Change corequisites to:

Change registration controls to:

Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).

Effective Term/Year for Changes: Fall 2024

Terminate course? Effective Term/Year for Termination:

Faculty Contact/Email/Phone Gary Castrogiovanni / castrogi@fau.edu / 72523

Approved by

Department Chair Ethlyn Williams
 College Curriculum Chair John Nigro
 College Dean Korey Sorge
 UUPC Chair _____
 Undergraduate Studies Dean Dan Meeroff
 UFS President _____
 Provost _____

Date

1/4/2024
1-4-2024
1/10/24
1/29/24
1/29/24

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.



FLORIDA ATLANTIC UNIVERSITY

ENT 4024-005 xxxxx
Entrepreneurship
Tuesday, Thursday 9:30 AM - 10:50 AM
3 Credit(s)
Fall 2024 - 1 Full Term

Instructor Information

Gary Castrogiovanni

Email: castrogi@fau.edu

Office: DS 207C

Office Hours: Tuesday and Thursday, 11:00 a.m. to 12:00 p.m.

Phone: (561) 297-2523

Course Description

Entrepreneurship

Prerequisite: Junior standing

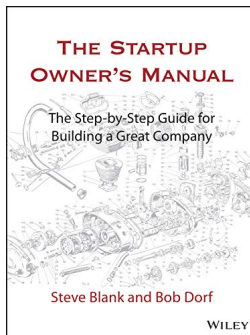
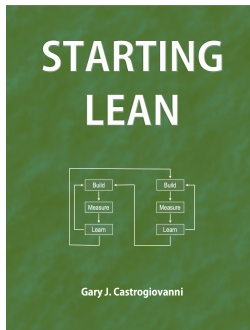
Introduction to the major concepts and fundamental principles for starting a new venture. Emphasis is on customer development, business model validation and problems during the initiation stage.

Required Texts/Materials

Starting Lean

Authors: Gary Castrogiovanni

PDF Available in the Files area on Canvas



Startup Owner's Manual

ISBN: 9781119690689

Publisher: John Wiley & Sons, Incorporated

Course Objectives/Student Learning Outcomes

- Ability to develop and evaluate business opportunities
- Ability to test preliminary business ideas by soliciting feedback from key constituencies
- Ability to eliminate uncertainty through validated learning
- Ability to apply entrepreneurial thinking and methods to managerial situations other than the creation and development of new ventures

Faculty Rights and Responsibilities

Florida Atlantic University respects the rights of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions that do not impede their exercise. To ensure these rights, faculty members have the prerogative to:

- Establish and implement academic standards.
- Establish and enforce reasonable behavior standards in each class.
- Recommend disciplinary action for students whose behavior may be judged as disruptive under the Student Code of Conduct [University Regulation 4.007](#).

Disability Policy

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Course Evaluation Method

Activity	Points
Initial Lean Canvas	10
Interview Plan	10
MVP Experiment Plan	25
Elevator Pitch Script	15
Customer Persona	15
Simple Financials	35
3 Lessons Learned Reports (LLRs)	90
14 Quizzes	70
Class Attentiveness	30
<i>Total Points Available</i>	300

Six of the above activities can be done in groups formed early in the semester and approved by the instructor. These are the (a) Initial Lean Canvas, (b) Interview Plan, (c) LLR1, (d) LLR2, (e) LLR3, and (f) MVP Experiment Plan. All other work is to be done individually. Collaboration on non-group activities is a violation of the Code of Academic Integrity (see below) for all collaborators.

Code of Academic Integrity

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [University Regulation 4.001](#).

Attendance Policy Statement

Students are expected to attend all their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations, or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances, and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Class-Specific Policy

Regular class attendance is expected, and students receive credit toward their course grade for each class attended, depending on their attentiveness during that class. To be fully attentive in a class, students should be present and focused on the class activities during the entire class period. Class participation is an indicator of attentiveness because students need to be attentive in order to make good contributions to class discussions. Arriving late, leaving early, engaging with personal devices such as phones or computers, and other factors detract from attentiveness.

Students who must miss a class due to an excused absence may request a makeup assignment for attentiveness that day. The request must be made no later than three days after the class that was missed, and preferably prior to that class. The makeup assignment will be designed to require about the same amount of time as the class period that was missed.

Religious Accommodation Policy Statement

In accordance with the rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices and beliefs regarding admissions, registration, class attendance, and the scheduling of examinations and work

assignments. University Regulation 2.007, Religious Observances, sets forth this policy for FAU and may be accessed on the FAU website at www.fau.edu/regulations.

Any student who feels aggrieved regarding religious accommodations may present a grievance to the director of Equal Opportunity Programs. Any such grievances will follow Florida Atlantic University's established grievance procedure regarding alleged discrimination.

Time Commitment Per Credit Hour

For traditionally delivered courses, not less than one (1) hour of classroom or direct faculty instruction each week for fifteen (15) weeks per Fall or Spring semester, and a minimum of two (2) hours of out-of-class student work for each credit hour. Equivalent time and effort are required for Summer Semesters, which usually have a shortened timeframe. Fully Online courses, hybrid, shortened, intensive format courses, and other non-traditional modes of delivery will demonstrate equivalent time and effort.

Course Grading Scale

Letter Grade	Total Points
A	280 or more
A-	270 – 279
B+	260 – 269
B	250 – 259
B-	240 – 249
C	210 – 239
D	180 – 209
F	179 or less

Grade Appeal Process

You may request a review of the final course grade when you believe that one of the following conditions apply:

- There was a computational or recording error in the grading.
- The grading process used non-academic criteria.
- There was a gross violation of the instructor's own grading system.

[University Regulation 4.002](#) of the University Regulations contains information on the grade appeals process

Policy on Make-up Tests, Late work, and Incompletes

- There are no exams in this course. There are quizzes treated like all other written assignments since they are done online and at the student's convenience as long as they are completed by their deadlines.
- Late assignments will not be accepted!
- Grades of Incomplete are seldom given. To be considered for one, a student must request it as soon as possible, and before the last assignment is due.

Policy on the Recording of Lectures

Students enrolled in this course may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a university course intended to present information or teach students about a particular subject. Recording class activities other than class lectures, including but not limited to student presentations (whether individually or as part of a group), class discussion (except when incidental to and incorporated within a class lecture), labs, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, and private conversations between students in the class or between a student and the lecturer, is prohibited. Recordings may not be used as a substitute for class participation or class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the University's Student Code of Conduct and/or the Code of Academic Integrity.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>

Student Support Services and Online Resources

- [Center for Learning and Student Success \(CLASS\)](#)
- [Counseling and Psychological Services \(CAPS\)](#)
- [FAU Libraries](#)
- [Math Learning Center](#)
- [Office of Information Technology Helpdesk](#)
- [Office of International Programs and Study Abroad](#)
- [Office of Undergraduate Research and Inquiry \(OURI\)](#)
- [Science Learning Center](#)
- [Speaking Center](#)
- [Student Accessibility Services](#)
- [Student Athlete Success Center \(SASC\)](#)
- [Testing and Certification](#)
- [Test Preparation](#)
- [University Academic Advising Services](#)
- [University Center for Excellence in Writing \(UCEW\)](#)
- [Writing Across the Curriculum \(WAC\)](#)

Course Topical Outline

Week	Date ^a	Topic or Activity	Assignments ^b
1	Aug 22	Course Overview	Review the syllabus & Canvas
	24	Getting Started	Read SL pp. 1-4 and B&D Ch. 1
2	29	Customer Development	Read B&D Ch. 2; Quiz01 ^c due
	31	Customer Discovery: Introduction	Read B&D Ch. 3; Discuss Group Assignments
3	Sep 5	Customer Discovery: Hypotheses	Read B&D Ch. 4; Quiz02 due
	7	Going Lean	Read SL pp. 5-9
4	12	Testing the Problem	Read B&D Ch. 5; Initial Lean Canvas due; Quiz03 due
	14	Conducting Interviews ^d	Read SL pp. 10-18; Videos indicated on Canvas

5	19	Starting Lean Process ^d	“Starting Lean Process”; Quiz04 due
	21	Lean Process Examples	Interview Plan due
6	26	The Market Interview	Read SL pp. 19-27; Quiz05 due
	28	Customer Personas	-----
7	Oct 3	Innovation Adoption Life Cycle	Quiz06 due; Customer Persona due
	5	The Product Interview	Read SL pp. 28-34; LLR1 due
8	10	Solution vs. UVP vs. Unfair Advantage	Quiz07 due
	12	The Administrative Interview	Read SL pp. 35-44;
9	17	Key Metrics	Quiz08 due; LLR2 due
	19	Testing the Solution	Read B&D Ch. 6
10	24	Verifying	Read SL pp. 45-54; Quiz09 due; LLR3 due
	26	MVP Experiment Plan: Pretotyping ^d	Videos indicated on Canvas
11	31	Pivot or Proceed	Read B&D Ch. 7; Quiz10 due
	Nov 2	Pivoting	Read SL pp. 55-58; MVP Experiment Plan due
12	7	Scaling Up	Read SL pp. 59-60; Quiz11 due
	9	From Business Model to Business Plan	Read SL pp. 61-72. “Simple Financials”
13	14	Customer Validation	Read B&D Ch. 8; Quiz12 due
	16	Get Ready to Sell	Read B&D Ch. 9
14	21	Get Out of the Building and Sell	Read B&D Ch. 10; Simple Financials due; Quiz13 due
	23	Thanksgiving - No Class	Give Thanks
15	28	Company Building	Read B&D Ch. 11-12; Quiz14 due
	30	Small Business Acquisition	“Buying a Small Business 101”
Dec 7		Course Wrap Up ^e 7:45-10:15	Q & A; Elevator Pitch Script due by 9:15 a.m.

^aUnless otherwise noted, all assignments are due one-hour before class starts on the dates

indicated. You may submit assignments early, but not late. Also unless otherwise stated, written assignments should be submitted through Canvas. LATE ASSIGNMENTS WILL NOT BE ACCEPTED!

^bAssignments also include videos, cases, or other items indicated on the Canvas pages.c

^cEach quiz addresses the material assigned or covered in class the preceding week.

^dOnline class. Assignments indicated for this day on this syllabus and the associated Learning Activities page on Canvas will be completed online, and the class will not meet in the classroom.

^eDec 7 is a final exam day, and so the time slot is different. Class will meet in the regular classroom at 7:45 a.m. to 10:15 a.m.