

**COURSE SYLLABUS
BALL STATE UNIVERSITY
ENT 241 – THE ENTREPRENEURIAL EXPERIENCE
SPRING 2026**

COURSE NUMBER: ENT 241

TITLE: The Entrepreneurial Experience

CREDIT HOURS: 3

INSTRUCTOR:

**Contact Information: Dr. Rob Mathews; 765-285-9110; rmathews@bsu.edu
You can call me Dr. Mathews or Dr. Rob**

Office Hours:

By appointment only, as my administrative responsibilities often pull me out of the office.

GA's: Emery Denison (emery.denison@bsu.edu); Nathan Wetterschurack (Nathan.wetterschurack@bsu.edu); Abby Miller (abby.miller@bsu.edu); OW131/WB207; 765-285-7272/ 9002 (*Abby is the main GA contact for this course*)

PREREQUISITES: None

COURSE DESCRIPTION:

An introductory course focusing on the generation of innovative business ideas, the creation of business ventures, and the role of entrepreneurship within society. Presents the skills and process knowledge needed to create and execute innovative solutions to market opportunities.

COURSE RATIONALE:

This course is an introductory course that examines and develops basic entrepreneurial behaviors, competencies, and skillsets. In addition, 21st century employers expect graduates to have critical thinking skills that allow them to solve unprogrammed problems.

COURSE OBJECTIVES:

1. To introduce students to the important elements of small business and entrepreneurial development and its role in our economy
2. To introduce students to key concepts and skills in leading, building, and managing small and emerging firms and innovation projects
3. To drive awareness of and explore entrepreneurial opportunities
4. To explore self- and others-awareness as they relate to entrepreneurial leadership
5. To encourage intention to behave entrepreneurially

TEXT

REQUIRED:

Clifton, J., & Badal, S. (2018). *Born to Build*. Gallup Press: New York. *NOTE: Purchase a new/untampered copy that has the free Builder profile-10 (BP-10) assessment code in the back to save money. Otherwise, you will be purchasing the BP-10 assessment separately for \$20.

ONLINE RESOURCES: Use of a BSU network account for email and Canvas are required. Students are responsible for regularly checking Canvas (including course announcements) and maintaining and having access to their BSU email account to receive class updates and information. The course home page has a chronological list of all modules, tests, and assignments.

***CRITICAL UP-FRONT NOTE*:** My approach to this course is no-nonsense given the numbers and the fact that it is the first step into our entrepreneurship academic programs and the course is meant to be fun, experiential, and helpful to you (but requires your active participation to accomplish those goals). The student is solely responsible for reviewing and understanding the course policies, attending class, being on time, being professional, being present (no headphones/ earbuds/ phones/ laptops/ tablets/ etc.) in class, submitting assignments on time, and following directions. *If these expectations don't fit your objectives, you should strongly consider opting out of the class.*

COURSE POLICIES:

1. **YOUR RESPONSIBILITIES:** You are responsible for the course syllabus, course schedule, course Canvas site, and all communication (such as emails and Canvas announcements) and assignment due dates listed in Canvas, on the course schedule, and discussed in class. Make sure you are accessing the HOME PAGE of the course Canvas site for important information, course documents, and course flow.
2. **LATE ASSIGNMENTS:** Turn in assignments on time. Give yourself enough time cushion to turn in assignments to take advantage of tech support and account for possible illnesses, life distractions, and busy times. Double check to make sure you actually submitted assignments successfully. *Any assignment turned in up to 7 days late for any reason will receive 50% credit after grading. Assignments more than 7 days late will NOT be accepted. Second attempt or add-on submissions will be accepted up to 7 days after the due date at 50% credit.* Assignments will no longer be accessible on Canvas after one week beyond the due date. Some assignments near the end of the semester will NOT have a week for late submissions – see Canvas for details.
3. **ASSIGNMENT DETAILS:** Follow assignment directions and use proper templates and tools as directed. A failure to do so will result in a submission not being accepted. In addition, it is your responsibility to make sure your assignment submitted in Canvas properly by the due date and time.
4. **ATTENDANCE:** Attendance is worth 150 points (15% of your total grade), and will be calculated in the following manner:
 - 0-2 absences: 150 Points
 - 3 absences: 125 points
 - 4 absences: 100 points
 - 5 Absences: 75 points
 - 6 or more absences: 0 points

**Attendance will be recorded through daily key insight/ golden nugget 3"x5"index card submissions (only 3x5 index cards will be counted)*

***It is your responsibility to manage your absences. For example, if you skip 3 classes early in the semester and then miss 4 classes because of an illness or appointments, you will have missed 7 class sessions.*

****Please note: The door will be locked between the start of class time and 3-5 minutes after the start of class time every class session to avoid disruptions of students showing up late.*

Please do not email me if you miss class for illness, work, or recreational reasons. In most cases, appointments or illness are NOT excused absences, meaning they will count against your allowable absences outlined below. You are responsible for

obtaining missed class material from your classmates and any slides or other materials provided on Canvas. You are also responsible for managing your own attendance (i.e., if you skip classes early in the semester and then get sick later in the semester and have to miss class, then you have not effectively managed your attendance and absences). *Please note: Only absences within the university policy for excused absences will be considered excused, and only if proper documentation is submitted in a timely manner.* STUDENTS CAUGHT FALSIFYING ATTENDANCE FOR THEMSELVES OR A CLASSMATE ARE SUBJECT TO A ZERO FOR THEIR ATTENDANCE GRADE and may FAIL THE COURSE and be SUBJECT TO THE UNIVERSITY'S ACADEMIC DISHONEST POLICY.

**To reiterate: It is your responsibility to manage your absences. For example, if you skip 3 classes early in the semester and then miss 4 classes because of an illness or appointments, you will have missed 7 class sessions. Only absences allowed by university [POLICY](#) will be excused.*

***Please note: The door will be locked between the start of class time and 3-5 minutes after the start of class time every class session to avoid disruptions from students arriving late.*

5. **PROFESSIONALISM & ELECTRONICS:** Communicate effectively, timely, respectfully, and professionally - don't wait until the end of the semester! Professionalism in emails and in class is expected. You may be asked to leave class if you are being disruptive.
Electronics: Headphones, earbuds, and screen watching are NOT permitted in class. You will be asked to put phones away and removes ear buds/ headphones the first time; subsequent infractions may result in being asked to leave class.
6. **COMMUNICATION LIMITATIONS:** Because of the large size of this class, please limit your emails to questions about course content, clarification on assignments or course details (after reading the syllabus and Canvas!), long-term illnesses, or input you would like on a business idea you have or a work or school situation. I will likely not respond to emails regarding absences, test re-sets, or late assignments. *Note: You are required to communicate with me via E-MAIL. I will NOT be responding to Canvas messages. Communicate professionally and send professional emails!
7. **EXTRA CREDIT:** Please don't ask for extra credit opportunities.
8. **GRADE ROUNDING:** Grade rounding at the end of the semester is NOT a guarantee.

University Statement

We are committed to ensuring that all members of the community are welcome, through valuing the various experiences and worldviews represented at Ball State and among those we serve. We promote a culture of respect and civil discourse.

Engagement and Timeliness:

Your regular attendance, engagement, and timeliness are important to your academic success. All assignments are expected to be submitted by a specific time and date.

Students with Disabilities:

If you need course adaptations or accommodations because of a disability, please contact the instructor of record as soon as possible. Ball State's [Disability Services Office](#) coordinates services for students with disabilities; documentation of a disability needs to be on file in that

office before any accommodations can be provided. Disability Services can be contacted at 765-285-5293 or dsd@bsu.edu.

Academic Integrity:

Students are expected to adhere to University guidelines as presented in the Code of Student Rights and Responsibilities as outlined in the student handbook. AI should only be used to generate a starting point and all data must be footnote cited from reliable sources. Submissions that do not represent your own thoughts/ work may be scored a zero and put you at risk for a failing grade in the course.

Technical Information & Assistance:

Become familiar with the class interface (Canvas) before the semester begins and seek help if necessary. BSU provides resources to help you. Keep in mind the instructor is **NOT** tech support. If you have technical questions, you can contact Ball State's Help Desk. In addition, the Help Desk staff has put together many how-to video clips in its Tech Clips section that can guide you through many of the most common questions. The helpdesk can be contacted at: 1-765-285-1517 or email at helpdesk@bsu.edu.

COURSE NOTEBOOK and ATTENDANCE/ KEY INSIGHTS INDEX CARDS:

Each student is required to have a course notebook to take notes and from which they can submit in-class key insights and golden nugget assignments on guest speakers and class topics. Key insights assignment details:

- **MUST** be submitted via **3" x 5" index card** each class session. Other mediums will NOT be accepted, so make sure you have your index cards each class.
- Key insights and golden nuggets cannot be regurgitation of things said or delivered in class, but instead should represent your thoughts, key takeaways, insights, learnings, and possible future actions based on those learnings. They should be complete thoughts/ sentences, and should be 2-4 sentences each (200+ words recommended for each assignment).
- Your name must be on the card and legible to receive credit. Due to the large class size, we will not be doing investigative work on submissions missing names.
- *Submitting a classmate's card will subject you to the university academic dishonesty policy and could result in a failing grade in the course.*
- Index cards will not be accepted if they contain complete class session notes. Instead, key insights and golden nuggets should be transferred from notes to the index card at the end of class. This reinforces the key learnings of divergence and convergence in class.
- ***It is highly recommended you either take a photo of your index card prior to submitting and/ or recording your submission in your notes so that you have that information for your course portfolio due later in the semester!*** Due to the large class size, we will NOT be searching through submissions to retrieve your submission information for you.

METHODS OF INSTRUCTION:

Lecture, guest speakers, case studies, student interaction via class discussions, self-and others-awareness assessment and training, videos, and experiential exercises to demonstrate learning, and creativity and problem-solving exercises, among others.

METHODS OF EVALUATING STUDENT LEARNING;

In-class and out-of-class experiential exercises, discussion posts, experiential projects, key insights assignments, and personal application via reflection and assessment.

PLAGIARISM, CHEATING, & USE OF GENERATIVE AI: Please note the instructor reserves the right to use software packages such as Turn It In or Safe Assign, and AI detection tools, among others, to detect plagiarism or copy and paste use of AI. Plagiarism or any other form of cheating can result in a failing grade in the course. *This is a “thinking” course. Thus, generally speaking, all work conducted and/or submitted in this course should reflect your own ideas and demonstrate your current knowledge, abilities, and skills. Therefore, generative AI should not be used to complete any portion of the assignment(s). Doing so constitutes a violation of Ball State University’s [Student Academic Ethics Policy](#).*

INTENDED LEARNING OUTCOMES:

Students will be able to:

1. Apply basic creative problem-solving approaches to entrepreneurial opportunities.
2. Identify various entrepreneurial decision-making situations in functional areas.
3. Understand who they are as entrepreneurial leaders.
4. Apply basic entrepreneurial team-building principles to ventures and projects.

COURSE ASSESSMENT, SCORING, & GRADING:

| ITEM | Points Each | Total Points (% of Total) |
|--|---------------|---------------------------|
| 1. Syllabus Quiz | 10 | 10 (1%) |
| 2. Personal Introduction Post | 10 | 10 (1%) |
| 3. <i>Born to Build</i> Book Key Insights (7; Online submission) | 15 | 105 (10.5%) |
| 4. Shoe Exercise (*In-Class Paper Turn-in) | 20 | 20 (2%) |
| 5. Interests, Skills, Passion, & Mission Exercise (*2-Days of in-class index card turn-in) | 100 | 100 (10%) |
| 6. Guest Speakers Key Insights (*9; 8 total, but 1 lowest score will be dropped; in-class index card turn-in) | 10 | *80 (8%) |
| 7. Class Topic Key Insights (*19; 21 total, but 2 lowest scores will be dropped; in-class index card turn-in except some online submissions) | 10 | *190 (19%) |
| 8. Entrepreneurial Leadership Instrument (ELI), Discussion Board, & Attendance | 75 | 75 (7.5%) |
| 9. Builder Profile-10 (BP-10) Assessment, Discussion Board, & Attendance | 70 | 70 (7%) |
| 10. New Venture Ideation Project Assignments *(4) See Canvas for Individual Assignment Details | 140 | 140 (12%) |
| 11. Course Portfolio | 30 | 30 (5%) |
| 12. Post-Course Self-Reflection, Self-Assessment, & Course Feedback | 20 | 20 (2%) |
| 13. Attendance & Professionalism (See notes in assignments below and course policies above) | 150 | 150 (15%) |
| | TOTAL: | 1,000 (100%) |

GRADING SCALE:

A: 95%
A-: 90
B+: 87
B: 84
B-: 80
C+: 77
C: 74
C-: 70
D+: 67
D: 64
D-: 60
F: Below 60%

GRADING POLICIES & ASSIGNMENTS:

READ VERY CAREFULLY & ASK QUESTIONS AS NEEDED – YOU ARE RESPONSIBLE FOR

THE FOLLOWING INFORMATION. DUE DATES/ TIMES AND FURTHER DETAILS ARE LISTED IN THE COURSE SCHEDULE AND ON CANVAS ASSIGNMENTS.

ASSIGNMENTS, GRADING, & EVALUATION

1. SYLLABUS QUIZ:

The first week of the semester you will be required to take a quiz on the syllabus and course policies. You can and should take it multiple times as needed before the due date to achieve a 100% score. This assignment is worth 10 points (1% of the final grade).

2. DISCUSSION BOARD SELF-INTRODUCTION POST:

Embed a photo of yourself (given the large size of this class section, this helps the instructor and your classmates match faces to names) and provide answers to the prompts in the discussion board. This assignment must be completed by the due date to receive the points – partial credit will NOT be given, so make sure you closely adhere to the directions and due date. See instructions in the discussion board. This assignment is worth 10 points (1% of the final grade).

3. BORN TO BUILD BOOK KEY INSIGHTS:

There will be seven (7) assignments for each of the 7 readings in the *Born to Build* book throughout the semester. You will be required to submit your 2 key findings and 1 golden nugget for each reading. See Canvas for detailed instructions. Each reading is worth 15 points for 105 total points (10.5% of your final grade). *Sidenote: This book is a very practical and an easy read. My students have consistently expressed how much they like the book. Hopefully you find it useful as well!*

4. SHOE IN-CLASS EXERCISE:

We will work through this exercise in one class period. Each student will submit completed materials at the end of the class session. It is your responsibility to take a photo of materials submitted in class to use in completing your course portfolio assignment. This in-class exercise is worth 20 points (2% of your final grade). You must be present, participate, and submit results to earn credit.

5. INTERESTS, SKILLS, PASSION, & MISSION IN-CLASS EXERCISE:

We will work through this critical exercise in class over 2 class periods. Each student will submit completed materials each of the two days of the assignment. If you miss either or both class sessions, you can submit the materials through the Canvas assignment for 50% credit within one week (note: if you miss the first session, it MUST be submitted prior to the start of the second session, as the exercises build). Each of the 2 days exercises are worth 50 points (100 total points; 10% of your final grade). Only submit via Canvas if you miss a class session; otherwise, your in-class paper submission will be scored. It is your responsibility to take a photo of materials submitted in class to use in completing your course portfolio assignment.

6. IN-CLASS GUEST SPEAKERS KEY INSIGHTS:

For each of the 9 in-class guest speakers each student is required to submit ***THEIR*** 2 key insights and one golden nugget on the guest speaker for the day via index card turn-in at the end of the class session. This submission will also serve as their 2nd (final) attendance check-in for each class session. Students who miss class *for any reason* will have the opportunity to watch a

video (in-class videos of speakers take about 2-3 weeks to find their way to our YouTube page (<https://www.youtube.com/@BSUEntreLeadInstitute>), so sometimes substitute speaker videos will be used) for 50% credit within one week after the missed class session. See Canvas speaker assignments for video links. Note: You should only submit in Canvas if you miss class the day of a given speaker; otherwise, your in-class paper submission will count for full credit and will be scored. In addition, your lowest score in the guest speaker category will be dropped to account for absence. Key Insights and golden nuggets must be your personal insights, learnings, thoughts, and possible future actions – not simply regurgitation of information presented in class, and must be a complete thought (roughly 2-3 sentences each). In addition, discussion of assignment details are NOT considered key insights. Thus, 8 guest speaker key insights and golden nugget assignments will count towards your final grade at 10 points each for a total of 80 points. It is your responsibility to take a photo of materials submitted in class and/ or keep a separate class notebook to use in completing your course portfolio assignment.

7. *IN-CLASS CLASS TOPIC AND EXERCISES/ WORKSHOPS KEY INSIGHTS:

For each of the 21 class topics and workshop sessions/ exercises (*A combination of in-class and some online) each student is required to submit THEIR 2 key insights and one golden nugget on the class topic/ exercise(s) for the day via 3” x 5” index card turn-in at the end of the class session (*with the exception of the designated online class sessions). This submission will also serve as their 2nd (last) attendance check-in for each class session. Students who miss class *for any reason* will have the opportunity to watch a video covering the class topic for 50% credit within a week of the class date. See Canvas class topic assignments for video links. Note: You should only submit in Canvas IF you miss class the day of a given class topic; otherwise, your in-class paper submission will count for full credit and will be scored.; guest speaker videos may be different than those who visited class. In addition, your 2 lowest scores in the class topic category will be dropped to account for absence. Thus, 19 class topic key insights and golden nugget assignments will count towards your final grade at 10 points each for a total of 190 points (19% of your final grade). Key Insights and golden nuggets must be your personal insights, learnings, thoughts, and possible future actions – not simply regurgitation of information presented in class, and must be a complete thought (roughly 2-3 sentences each for a total 200+ words recommended per assignment). In addition, regurgitation/ discussion of assignment details are NOT considered key insights.

It is your responsibility to take a photo of materials submitted in class and/ or keep a separate class notebook to use in completing your course portfolio assignment.

8. ENTREPRENEURIAL LEADERSHIP INSTRUMENT ASSIGNMENT:

Each student is required to take the Entrepreneurial Leadership Instrument (ELI). The ELI measures your entrepreneurial venture and approach and leadership style preferences and blend of preferences. A code and instructions to take the assessment for free (please do **not** pay – if you are having trouble, contact me; \$50+ value) are provided in the Canvas assignment. The assessment will take 7-12 minutes, so allow yourself at least that amount of uninterrupted time without distractions. As you take the assessment, it is critical you answer the questions “top of mind”, and answer based on your feelings and how you are, not how you want others to see you

or how you think others want you to be. See Canvas assignment for further details. This assignment is worth 75 total points (7.5% of your final grade), and includes the following components: Attendance of the 2 class sessions in which we will cover the ELI and key insights, initial discussion post with PDF results, and response posts. It is your responsibility to take a photo of materials submitted in class and/ or keep a separate class notebook to use in completing your course portfolio assignment.

9. BUILDER PROFILE-10 (BP-10) ASSIGNMENT:

If you purchased a NEW/ UNTAMPERED copy of *Born to Build* you will notice an envelope in the back of the book. You can follow the directions to create an account and take the Builder Profile-10 (BP-10) assessment using the free code provided (Call Gallup support if you run into challenges). If you purchased a used or tampered with book, you will need to purchase a code at <https://www.gallup.com/builder/225332/builder-profile-10.aspx>. For this assignment you will take the assessment, post your PDF results/ report, make a discussion post with your reflections on your results by answering the prompts, and response to 2 classmate's post (respond to classmates with different top talents than you). See Canvas assignment for additional details. This assignment is worth 70 points (7% of your total grade). It is your responsibility to take a photo of materials submitted in class and/ or keep a separate class notebook to use in completing your course portfolio assignment.

10. NEW VENTURE IDEATION PROJECT (NVIP) ASSIGNMENT:

Throughout the course of the semester, we will use the venture ideation process and customer journey map outlined in the book *Design Centered Entrepreneurship*, 2nd Ed. Purchasing the book is optional, as we will cover the process, steps, principles, and tools in class. For this assignment you will explore potential problem/ opportunities in the market place, select one, fact find on it (including conducting 2 interviews of field experts), reframe it using challenge statements, come up with ideas around it, build a customer experience, customer journey map, and Business Model Canvas around it, interview relevant stakeholders, and write a pitch for it. The project and 4 assignments under it are worth 140 points (14% of your final grade). Follow the directions closely and use the provided template to earn full credit. See Canvas for assignment details. **Please note: You must explicitly follow the directions in each step, and the use of AI in copy and paste fashion for fact finding will not be accepted. All listed facts should have a reliable source and must be footnoted.*

NVIP Individual Assignment Breakdown:

Part 1: Problem Finding – 10 Points

Part 2: Fact Finding – 40 Points

Part 3: Challenge Statements – 15 Points

Parts 4-7: Idea finding, Customer Journey Map, Business Model Canvas, & Pitching – 75 Points

11. COURSE PORTFOLIO:

Each student will submit a summary course portfolio using the template provided in the Canvas assignment. It is highly recommended that you fill out this course portfolio template throughout the semester as we move through course topics, guest speakers, and exercises. It is also highly

recommended that you take a photo of whatever you submit in class for exercises, speakers, and class topics so that you will have that information for your course portfolio assignment due near the end of the semester. This assignment is meant to be a takeaway document for you on the course. The course portfolio assignment must be submitted using the provided template and is worth 35 points (3.5% of your final grade).

12. POST-COURSE SELF-REFLECTION & SELF-ASSESSMENT:

Each student is required to post a final self-reflection and assessment of their learnings in the course. Final reflections are a key piece and closure of the learning process, so please take this assignment seriously for your own benefit. Reflections should be 600+ words in length, and should focus on what you learned in the class—ranging from assessment tools, team building, startups, and building ventures—and how you plan to use those learnings and insights. Please be honest in your self-assessment and assessment of the course. These posts will be graded on a completion basis by the GA, and the instructor will NOT read them prior to final course grade submission. This assignment is worth 15 points (1.5% of your final grade).

13. *ATTENDANCE & PROFESSIONALISM (Please read carefully):

ATTENDANCE: Class attendance is **required**. This will ensure you are advancing through the course on an appropriate timeline and will give you time to process course content, ask questions, and complete assignments. See [this study](#) on the link between attendance and student success. Attendance will be taken for the Offices of Student Success and Student Financial Aid and Scholarships and for a course attendance grade using 3x5 index card assignment submissions (key insights and golden nuggets). Further details will be explained the first day of class.

Attendance may also be used for grade rounding consideration and to reinforce engagement in course, assignment, and test details given in class. Please do not email me if you miss class for illness, work, or recreational reasons. **In most cases, appointments or illness are NOT excused absences, meaning they will count against your allowable absences outlined below.**

You are responsible for obtaining missed class material from your classmates and any slides or other materials provided on Canvas. You are also responsible for managing your own attendance (i.e., if you skip classes early in the semester and then get sick later in the semester and have to miss class, then you have not effectively managed your attendance and absences). **Please note: Only absences within the university [POLICY](#) for excused absences will be considered excused, and only if proper documentation is submitted in a timely manner.* STUDENTS CAUGHT FALSIFYING ATTENDANCE FOR THEMSELVES OR A CLASSMATE ARE SUBJECT TO A ZERO FOR THEIR ATTENDANCE GRADE and may FAIL THE COURSE and be SUBJECT TO THE UNIVERSITY'S ACADEMIC DISHONEST POLICY. Attendance is worth 150 points (15% of your total grade), and will be calculated in the following manner:

0-2 absences: 150 Points

3 absences: 125 points

4 absences: 100 points

5 Absences: 75 points

6 or more absences: 0 points

**To reiterate: It is your responsibility to manage your absences. For example, if you skip 3 classes early in the semester and then miss 4 classes because of an illness, you will have missed 7 class sessions.*

***Please note: The door will be locked between the start of class time and 3-5 minutes after the start of class time every class session to avoid disruptions from students arriving late.*

PROFESSIONALISM: You must be on time, polite, and demonstrate respect for the instructor, class, guest speakers, & your classmates. You will have the opportunity to interact with successful business professionals. Present a professional image of yourself and Ball State University. Examples of unprofessional behavior include:

- Coming in late or leaving early is not professional
- Leaving trash or messes in the classroom (leave the room as good as or better than you found it)
- Sleeping in class
- Feet on seats or [disruptive behavior](#) as defined by BSU
- Technology use not directly related to class (e.g., videos, social media, texting, gaming)
- Side conversations or other noise (distraction)
- Unprofessional communication (in-person, email, through Canvas)

Unprofessional behavior can result in a final letter grade reduction and you may be subject to the student code of conduct. Multiple warnings can lead to multiple letter grade reductions. In addition, please make yourself familiar with the university student covid plan here: [Link](#).

ADDITIONAL GRADING POLICY/ INFORMATION:

Generally speaking, NO extra credit will be offered in this course. In addition, make-up assignments or quizzes will NOT be offered. Missed assignments and exercises will be assigned a zero (0) grade.

Grades are private and available only in Canvas. Communication with the instructor of a confidential nature is to be conducted via your [BSU email account](#).

COURSE OUTLINE AND SCHEDULE: *See separate course schedule on Canvas for details and dates. Also see Canvas.*

BALL STATE FIRST DAY

This course does not require a text book, but instead requires a practitioner book (*Born to Build*, Clifton & Badal) with minimal expense (under \$30). A new book includes an assessment tool (BP-10) we will use in the class. If you purchase a used book or e-book the assessment will cost you \$19.99. All other materials and the course assessment will be provided free of charge by our generous donors. For more information on Ball State First Day, see:

<https://www.bsu.edu/about/administrativeoffices/business-and-auxiliary-services/first-day>

STUDENT AACSB ASSURANCE OF LEARNING GOALS:

The Miller College of Business is committed to ensuring that every student graduating with a business degree is competent in five areas that are crucial to success in business. These learning goals can be easily remembered with the acronym C-KITE (Communication, Knowledge,

Integration, Technology, and Ethics). See the following [LINK](#) for details. In this course you will demonstrate:

- **Communication**, by generating written reports, interacting through discussion posts and threads, and participating in in-class workshops and exercises.
- **Knowledge**, by mastering basic entrepreneurship, leadership, creativity, management, and business concepts
- **Integration**, by identifying issues in case studies, videos, assessments, and in-class scenarios
- **Ethics**, by learning how guest speakers navigate ethical dilemmas and participating in class discussions on cases, videos, and other content.