Course Syllabus BUS 391G

CAPSTONE ENTREPRENEURSHIP

Number of ECTS credits: 6

Contact Details for Professor

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Course Description
Business capstone course designed to develop understanding of the entrepreneurial process and small business management and to explore the strategies that improve new venture performance. The core task is for the student to produce an actual business plan for the student’s own venture that includes information such as: the technical concepts of the product or service, a marketing plan, an outline for the first three years and a financing plan (equity/leverage). Also develops skills in written business communication and oral presentations that allow students to integrate entrepreneurship concepts and interact with business experts.

Course Prerequisites
BUS 101P and third-year standing in the Business major.

Learning Objectives
After this course, you should be able to:

1. Acquire knowledge and understanding of
   a. Business and its functional fields (management and organization, human resources, accounting, finance, operations, and marketing)
   b. Firms and markets
   c. The external environment
   d. The international dimension of business
   e. Entrepreneurship and innovation
   f. Quantitative and qualitative research
II. **Apply knowledge**
   a. Identify, analyze and solve a problem
   b. Apply the knowledge on the job

III. **Judgement**
   a. Process and analyze data, using the appropriate tools
   b. Recognize the international dimension of business
   c. Assess how business decisions affect people and the internal and external environment
   d. Assess whether business decisions are ethical

IV. **Communication**
   a. Write an analysis on a current issue in business
   b. Present and defend an issue orally
   c. Participate in debates with peers
   d. Present the results of an analysis to non-specialists

V. **Attitudes**
   a. Work independently
   b. Work with others, take on responsibility and show leadership
   c. Work in team with people from diverse cultures and backgrounds, to include the ability to work in virtual teams due to different locations of team members
   d. Be curious, inquisitive
   e. Develop an attitude of life-long learning
   f. Acquire understanding of diversity
   g. Be ethical, professional and self-critical

**Course schedule**

Weeks 1 and 2: chapters 1, 2, 3 and 4.
Weeks 3 and 4: chapters 5, 6 and 7.
Weeks 5 and 6: chapters 8, 9 and 10.
Weeks 7 and 8: chapters 11, 12, 13 and 14.
Weeks 9 to 15: all the chapters.
**Course Materials**
Compulsory textbook:

Case studies and additional readings covering the topics specified in the course description.

**Course Assessment**
The students will be evaluated on the basis of their performance as follows:

- Written assignments: 40%
- Analysis of two “existing business plans”: 20%
- Preparation and presentation of an “original business plan”: 30%
- Presence and in-class participation: 10%
- Total: 100%

**Grading Scale of Vesalius College**
Vesalius College grading policy, in line with the Flemish Educational norms, is now as stated follows:

<table>
<thead>
<tr>
<th>Letter grade</th>
<th>Scale of 20</th>
<th>Scale of 100</th>
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<tbody>
<tr>
<td>A</td>
<td>17.0-20.0</td>
<td>85-100</td>
</tr>
<tr>
<td>A-</td>
<td>16.1-16.9</td>
<td>81-84</td>
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<tr>
<td>B+</td>
<td>15.3-16.0</td>
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<tr>
<td>B</td>
<td>14.5-15.2</td>
<td>73-76</td>
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<tr>
<td>B-</td>
<td>13.7-14.4</td>
<td>69-72</td>
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<tr>
<td>C+</td>
<td>13.1-13.6</td>
<td>66-68</td>
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<tr>
<td>C</td>
<td>12.3-13.0</td>
<td>62-65</td>
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<td>F</td>
<td>0-9.9</td>
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</tbody>
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**Further description of assessment activities and Grading Criteria**
The following criteria will be applied in assessing your written work:

- Written assignments: how precisely, completely, clearly and convincingly the questions assigned are answered.

- Analysis of two “existing business plan”: how well the requirements specified in the syllabus and in class are met.

- Preparation and presentation of an “original business plan”: how well the requirements specified in the syllabus, in the textbook and in class are met.
**Additional Course Policies**
Any non-respect of the deadlines for the submission of the written assignments and of the papers for the “take-home” mid-term examination will be penalized.

**Academic Honesty Statement**
Academic dishonesty is **NOT** tolerated in this course.

Academic honesty is not only an ethical issue but also the foundation of scholarship. Cheating and plagiarism are therefore serious breaches of academic integrity.

Following the College policy, cheating and plagiarism cases will be communicated in writing to the Associate Dean for Students and submitted to the Student Conduct Committee for disciplinary action.

If you refer to someone else’s work, appropriate references and citations must be provided. Grammar, spelling and punctuation count, so use the tools necessary to correct before handing in assignments.

Jean Bellemans

July 22, 2014