

**Entrepreneurship**  
**Course Syllabus: Shortened Version**  
**Loyola University Chicago**  
**Monday-Friday, 9:00 a.m. to 5:00 p.m.**  
**June 30 to July 18, 2008**

**COURSE DESCRIPTION:**

This high-energy course will help you evaluate the pros and cons of becoming an entrepreneur, the different ways in which you might consider owning a business, the legal and financial requirements for business ownership, government regulations and assistance available for small business owners, and determining your personality traits, drive, and energy to pursue a startup operation.

This course will be a mixture of class discussion, case studies, field trips, and other hands-on work in determining whether a life of business ownership is for you. The course will require you to read, research, think, and evaluate yourself and existing businesses in order to arrive at a comprehensive assessment of this type of future endeavor. Upon completion of this course, students should:

1. Understand the various types of business ownership and structures possible;
2. Be able to write a business plan and proposal to seek venture capital or other funding;
3. Have baseline knowledge of legal, governmental, and financial needs for a startup;
4. Evaluate trends and industries for possible entrepreneurial startups;
5. Assess personal traits and abilities needed for business owners.

**Required Texts:** (*subject to change*)

- Justin G. Longenecker, Carlos W. Moore, J. William Petty (Eds.). *Small Business Management*, 12th ed. 2003.
- *The Ultimate Small Business Guide / Ultimate Business Library*. 2004.
- Cases and materials (Instructor will prepare packet)

**Exams:**

There may be a mid-term examination covering some basic terminology and business forms.

**Grading:**

Grades will be based on projects, papers, self-assessments, attendance, and class participation.

**Attendance:**

Mandatory.

**Projects and Papers:**

Each student will be required to participate in individual and team projects (e.g. writing a business plan or proposal), research papers and business presentations. More specific information regarding these assignments will be provided in class.