



# STARK STATE COLLEGE

## GENERAL SYLLABUS

### Course Information

**Course Name:** Managing Entrepreneurial Growth  
**Course Number:** ENT124

### Required Materials

**Textbook(s):** Launching New Ventures: An Entrepreneurial Approach, 8<sup>th</sup> Edition by Kathleen R. Allen  
 ISBN: 978035720955 **VIA** MindTap Instant access code. **NOTE:** You will not succeed without these tools. You have the option to purchase a bundle w/Cengage Unlimited Access code (see the Bookstore). You can order a textbook from [shop.starkstate.edu](http://shop.starkstate.edu).

**Required Readings:** None

**Additional Materials:** Latest version of Firefox, Chrome or Edge

### Course Outline/Calendar

The date of coverage and order of coverage may be modified based on the faculty member and events beyond the control of faculty members that interfere with class times and teaching.

16-week Calendar	
Week	Chapter/Topic/Lab
1	Chapter 1 - Understanding Entrepreneurship, Chapter 1 Review
2	Chapter 2 - Preparing for the Entrepreneurial Journey, Chapter 2 Review Chapter 3 – Creating Opportunity, Chapter 3 Review
3	Chapter 4 - Analyzing the Industry and Market, Chapter 4 Review
4	Chapter 5 - Developing and Testing a Business Model, Chapter 5 Review
5	Chapter 6 - Prototyping and Validating a Solution, Chapter 6 Review
6	Chapter 7 - Protecting Startup Assets, Chapter 7 Review
7	Chapter 8 - Building the Founding Team, Chapter 8 Review
8	Chapter 9 - Calculating Startup Capital Requirements, Chapter 9 Review
9	Chapter 10 - Preparing a Business Plan, Chapter 10 Review
10	Chapter 11 - Designing an Entrepreneurial Company, Chapter 11 Review
11	Chapter 12 - Planning Startup Operations, Chapter 12 Review
12	Chapter 13 - Choosing the Legal Form of Organization, Chapter 13 Review
13	Chapter 14 - Developing a Startup Marketing Plan, Chapter 14 Review
14	Chapter 15 - Incorporating Ethics and Social Responsibility into the Business, Chapter 15 Review
15	Chapter 16 - Funding the Startup and Growth, Chapter 16 Review

<b>16-week Calendar</b>	
<b>Week</b>	<b>Chapter/Topic/Lab</b>
16	Chapter 17 - Planning for Growth and Change, Chapter 17 Review

<b>8-week Calendar</b>	
<b>Week</b>	<b>Chapter/Topic/Lab</b>
1	Chapter 1 - Understanding Entrepreneurship, Chapter 1 Review Chapter 2 - Preparing for the Entrepreneurial Journey, Chapter 2 Review Chapter 3 - Creating Opportunity, Chapter 3 Review
2	Chapter 4 - Analyzing the Industry and Market, Chapter 4 Review Chapter 5 - Developing and Testing a Business Model, Chapter 5 Review
3	Chapter 6 - Prototyping and Validating a Solution, Chapter 6 Review Chapter 7 - Protecting Startup Assets, Chapter 7 Review
4	Chapter 8 - Building the Founding Team, Chapter 8 Review Chapter 9 - Calculating Startup Capital Requirements, Chapter 9 Review
5	Chapter 10 - Preparing a Business Plan, Chapter 10 Review Chapter 11 - Designing an Entrepreneurial Company, Chapter 11 Review
6	Chapter 12 - Planning Startup Operations, Chapter 12 Review Chapter 13 - Choosing the Legal Form of Organization, Chapter 13 Review
7	Chapter 14 - Developing a Startup Marketing Plan, Chapter 14 Review Chapter 15 - Incorporating Ethics and Social Responsibility into the Business, Chapter 15 Review
8	Chapter 16 - Funding the Startup and Growth, Chapter 16 Review Chapter 17 - Planning for Growth and Change, Chapter 17 Review