ENTR150

Course Summary

Course : ENTR150 **Title :** Idea Generation
Length of Course : 8
Prerequisites : N/A **Credit Hours :** 3

Description

Course Description: The act of being an entrepreneur is taking an idea and turning it into reality. There are two types of entrepreneurs - those that have a myriad of ideas and those that can't think of one idea. This course, Idea generation, is dedicated to helping the student identify opportunities for a new business venture by either deciding on one idea they have or helping to create ideas. The course starts with recognizing various ways to come up with a new idea and ends with outlining a plan to take the idea to reality.

Course Scope:

The intention of ENTR150 is to provide students the chance to identify possible opportunities for their entrepreneurial pursuit. There are two types of entrepreneurs - those that have a myriad of business ideas but can't pick one to run with and those that are aspiring entrepreneurs that are bright and enthusiastic but can't come up with an idea. ENTR150 will help aspiring entrepreneurs with idea generation. Research shows that an aspiring entrepreneur that does not have a compelling idea to pursue is a dreamer (Lurie, 2004).

Reference

Lurie, N. (2004). *How to generate and evaluate compelling business ideas quickly*. Leeds School of Business.

Objectives

After successfully completing this course, you will be able to

1. Define opportunity.
2. Recognize opportunities from other entrepreneurs.
3. Produce ideas for new business ventures.
4. Determine feasibility of ideas generated.
5. Select idea for a new business venture.
6. Outline a plan to take the idea to reality.

Outline

Week 1: Opportunity

Course Objectives

- Define opportunity. (CO 1)
- Recognize opportunities from other entrepreneurs. (CO 2)

Week 2: Recognize Opportunity

Course Objectives

- Define opportunity. (CO 1)
- Recognize opportunities from other entrepreneurs. (CO 2)

Week 3: Techniques for Finding Opportunity

Course Objectives

- Produce ideas for new business ventures. (CO 3)

Week 4: Idea Generation

Course Objectives

- Produce ideas for new business ventures. (CO 3)

Week 5: Determining Feasibility

Course Objectives

- Determine feasibility of ideas generated. (CO 4)

Week 6: Selecting an Idea

Course Objectives

- Select idea for a new business venture. (CO 5)

Week 7: Test Your Idea

Course Objectives

- Select idea for a new business venture. (CO5)

Week 8: Outline a Plan

Course Objectives

- Outline a plan to take the idea to reality. (CO6)

Evaluation

Grading:

Name	Grade %
Forums	35.00 %
Forum - Introduction	3.50 %
Forum Opportunity	3.50 %
Forum-Recognize Opportunity	3.50 %
Forum-LeanStack	3.50 %
Forum-Techniques for Idea Generation	3.50 %
Forum-Idea Generation	3.50 %
Forum-Determine Feasibility	3.50 %
Forum-Idea Selection	3.50 %
Forum-Test Your Idea	3.50 %
Forum-LeanStack Final	3.50 %
Assignments	35.00 %
Week 1 Assignment - Opportunity	7.00 %
Week 2 Assignment - Recognize Opportunity	7.00 %
Week 4 Assignment - Idea Generation	7.00 %
Week 5 Assignment - Determine Feasibility	7.00 %
Week 6 - Select an Idea	7.00 %
Final Plan	30.00 %
Week 8 Assignment - Outline Next Steps	30.00 %

Materials

Book Title: Various resources from the APUS Library & the Open Web are used. Links provided inside the classroom in the Lessons section.

Author:

Publication Info:

ISBN: N/A

Course Guidelines

Citation and Reference Style

- Students will follow APA format as the sole citation and reference style used in written assignments submitted as part of coursework to the School of Business.

- Please note that no formal citation style is required on forum assignments in the School of Business—only attribution of sources (please see details regarding forum communication below).

Tutoring

- Tutor.com offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments

- Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each assignment.
- Generally speaking, if arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class, unless prior arraignments have been made with the instructor.
- As a working adult, your time is limited and often out of your control. Faculty may be more flexible if they know ahead of time of any potential late assignments.

Turn It In

- Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified.
- It is the student's responsibility to ensure the all submitted work can be accessed and opened by the instructor.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

Communicating on the Forum

- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.

- "Substantive" means comments that contribute something new and important to the discussion. Thus a message that simply says "I agree" is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
- Students must post a response to the weekly forums prompt and post the required number of replies to other students – refer to the grading rubric and/or forum instructions for specific expectations on number of replies and word count requirements.
- The main response to the forum need to be provided mid-week – refer to the grading rubric and/or forum instructions for specific expectations. Late main response posts to a forum will not be accepted without prior instructor approval.
- Replies must be posted in the week due and replies after the end of the each week will not be graded.

Quizzes and Exams

- Quizzes and exams may consist of true/false, multiple choice, and short essay questions. Each quiz/exam is accessible only once. Once a quiz/exam is accessed, you will not be able to access it again if you disconnect. Therefore, allocate time to complete your quiz. Weekly quizzes must be submitted by midnight Eastern Time, Day 7 of the assigned week. Late quizzes or exams will not be accepted without prior instructor approval.

University Policies

[Student Handbook](#)

- [Drop/Withdrawal policy](#)

- [Extension Requests](#)

- [Academic Probation](#)

- [Appeals](#)

- [Disability Accommodations](#)

The mission of American Public University System is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society.