

**Introduction to Business Ownership
Portfolio Creation**

<http://www.uwbcse.org>

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University of Washington, Bothell

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Office hours are after class and also by appointment. If necessary, we can call you back during the evening. To request academic accommodations due to a disability, please contact Disabled Student Services (DSS) in the Counseling Center, Room 145, (425) 352-5000, (425) 352-5303 (TDD). If you have a documented disability on file with the DSS office, please have your DSS counselor contact me and we can discuss accommodations you might need in class.

Description: This entrepreneurship section is aimed at those who want to be new venture creators or workers. This includes: entrepreneurs (creators of new businesses); intrapreneurs (creators within existing organizations); and prospective new venture employees. The portfolio section is for helping you to solidify your freshmen experiences.

Prereqs: This FIG course has the same standard prereqs. All intended majors are welcome.

Readings: Handout on Business Models; Online readings (don't panic, I'll get these to you)

Week	Topics	Activities & Assignments
Mar 31	Class Introduction Night Mote Focus Group Activity	Campus Resources
Apr 7	Introduction to Portfolios - Advanced Reflections Business Entities	Assignment 1: Basic Reflections
Apr 14	Greenpoint Landscaping Presentation InHarmony Landscaping	Portfolio Assistance for the Entrepreneur
Apr 21	Tom Burns: VieVu Lab Day – Meet with the Instructor	Assignment 2
Apr 28	Two Models; Elixir Winery Presentation DeVore Networks (noon)	
May 5	Business Resources: Elizabeth Rusnak Business Presentations 102	Assignment 3
May 12	Lab Day – Optional Evening Event Social Entrepreneurship	CEO Joe Belanoff 5:45 pm
May 19	Franchising: Garlic Jim's Pizza Challenge Midterm	Room 005 in UW2 (5/19)
May 26	Memorial Day Your Next Steps	Final Competition, Friday May 30
June 2	Brief Presentations	Final Deliverables due June 9 at my office

Overview: The primary objective of this course is to assist interested new venture creators and workers in understanding the critical issues and experiences associated with different types of startups. You will have readings, interview business owners, participate in class discussions, and work in a project team to produce an interesting deliverable.

Assignments: These will be your responses to homework questions and activities. Some of your homework will require you to interview different business owners. Your answers should be written in the form of a business memo. Use a brief writing style, quick to the point. This does not mean brief of good content. A brief style and a long memo are not mutually exclusive. Show well thought out answers.

Grading Criteria and Method:

Assignments 20%, Participation 15%, Project and Presentation 35%; Test 30%

Course Grade: Your earned grade is based upon a percentage of the top score achieved in the class. The top score is assigned a value of 100%. Numerical grades are then based on the relation of your score to the top score. Specifically 100% = 4.0, 99% = 3.9; 98% = 3.7; and so on.

About the FIG Project

You are to interview, or have multiple interviews, with two owners or teams that ran a business: from beginning to end. You are to describe the critical issues that occurred within each phase of the business: from womb to tomb. You will receive the description of business phases in class.

HINT: You may find such people within existing community resources such as the Entrepreneurs Network and SCORE (Service Corps of Retired Executives).

Class Participation: Class participation includes such behaviors as asking questions, listening attentively, participating in discussions, and class activities. Be proactive in making comments or raising questions during the lecture or other class activities. Your instructor likes a vigorous, vocal classroom; those who help this get rewarded. You can certainly voice your dissent to someone's stated position, but we should maintain an atmosphere of mutual respect.

About the Portfolio Project

You will create a reflective piece about your education to date. You will also include a section that details your future educational/professional needs and a plan for obtaining it. We're playing entrepreneur, we're future oriented.

For extra credit, you may also turn in a sample professional portfolio.