LEHMAN COLLEGE
School of Business

DEPARTMENT OF MANAGEMENT & BUSINESS INNOVATION

BBA 313 Foundations of Entrepreneurship Syllabus

1. **Course Information**
Description: (*3 Credits, 3 hours*) Foundational concepts and frameworks of entrepreneurship including characteristics of successful startups and entrepreneurs, entrepreneurial identity, opportunity creation and evaluation, mobilizing resources, and growth.
Prerequisites: None
Format of class: Face to face | Tuesday & Thursday 10:30AM - 11:45AM
Classroom: Carmen Hall, room 213
Course Start Date: Tuesday September 1, 2026
Important Dates:
- 08/27/26: Last day to drop with 100% tuition refund
- 09/01/26: Tuesday | First day of class
- 09/03/26: Last day to drop with a 75% tuition refund
- 09/10/26: Last day to drop with a 50% tuition refund
- 09/17/26: Last day to drop with a 25% tuition refund
- 09/29/26: Tuesday – **No Class. I am traveling**
- 10/01/26: Thursday - **No Class. I am traveling**
- 10/13/26: Tuesday – **No Class** – Classes follow a Monday Schedule
- 11/06/26: Deadline to withdraw from the course with a grade of "W."
- 11/26/26: No Class – Thanksgiving
- 12/03/26: Student Entrepreneur Holiday Market
- 12/04/26: Semester long business feasibility plan and pitch deck due are due
- 12/08/26 & 12/10/26: Final In Class business pitch presentations

2. **Instructor Information**

Instructor's name: Andrew Gold, Ph.D.
Office Location: Via Zoom, or in person Carman Hall Room 376
Office hours: Virtual via Zoom – Monday & Wednesday, 9:00 – 11:00am & Friday from 8-10am, Click HERE to schedule a virtual Zoom meeting.
Contact info: andrew.gold@lehman.cuny.edu

3. **Course Learning Objectives and Competencies:**
Learning Objectives - by the end of semester, students will be able to:
1. Describe the entrepreneurial discovery process.
2. Develop and explain an entrepreneurial mindset.
3. Develop Entrepreneurial resources.
4. Discuss small business accounting principles and financial management activities.
5. Develop a feasibility plan.
6. Describe and identify entrepreneurial legal considerations.
7. Develop opportunity recognition competencies.
8. Describe effective business concepts.
9. Identify the characteristics of the successful entrepreneur and conduct a self-assessment of your potential as an entrepreneur.
10. Discuss the advantages and disadvantages of entrepreneurship as a career choice.
11. Identify the characteristics and traits of a successful entrepreneur.

Competencies - developed by the end of semester:
- Teamwork
- Critical thinking
- Communications
- Technical knowledge of business

4. **Materials**
- Required (**zero cost textbook**): Entrepreneurship (2020). Authors: Laverty & Little, OpenStax. **ISBN-13: 978-1-947172-70-8**. An e-text and downloadable PDF file of the textbook will be available to all students at no cost through Brightspace. There is no need to go to the bookstore. If you elect to purchase a physical book, you can do so here.

5. **Use of Technology and Brightspace Information (if applicable)**
Brightspace will be used for basic information on this course, e.g., class policies, procedures and requirements. You are also **required** to use the Microsoft Office 365 applications, specifically Excel, Word, and PowerPoint. Office 365 is available to all Lehman students at no cost. If you have problems using Brightspace or have problems with your Lehman e-mail address or password, please email the IT Center help.desk@lehman.cuny.edu or call 1718-960-1111. Press '1': IT help desk hours of operation below may be adjusted based on the needs of our community. Email is the preferred method to reach the help desk.
- Monday through Thursday: from 8 am to 8 pm
- Friday through Sunday: from 9 am to 5 pm

IMPORTANT: Students are required to use Microsoft Office 365 and associated applications (Microsoft Word, Excel, PowerPoint). If you would prefer to submit work using Google Docs or Sheets, that is acceptable as well. **The only application I cannot view or accept is Apple Pages** file format. So, if you have a Mac, please do not submit work using Apple Pages to avoid receiving a grade of zero unnecessarily. Office 365 is available to all Lehman students at no cost.

6. Classroom Specific Policies
Communications: ALL course participants are REQUIRED to use Lehman/CUNY issued email. Course updates, announcements and additional documents will be provided via Brightspace/email. To receive information, you must ensure that your email address is registered on Brightspace before class begins. If you have any questions about your Lehman email address or your password, or if you have any problems accessing the Brightspace site, please call the computer help desk.

Chapters to be covered -The following listing is subject to change. Assignments for each chapter will be available on Brightspace. Please note that the e-text we are using contains 15 total chapters, however, **we will not be covering chapters** 7,8, 10, and 12.

Ch. 1 – The Entrepreneurial Perspective
Ch. 2 - The Entrepreneurial Journey
Ch. 3 – Ethics and Social Responsibilities of Entrepreneurs
Ch. 4 – Creativity, Innovation, and Invention
Ch. 5 – Identifying Entrepreneurial Opportunity
Ch. 6 – Problem Solving and Need Recognition Techniques
Ch. 9 – Entrepreneurial Finance and Accounting
Ch. 11 - Business Model and Plan
Ch. 13 - Business Structure Options: Legal, Tax, and Risk Issues
Ch. 14 - Fundamentals of Resource Planning
Ch. 15 - Next Steps

Calendar: Assignment due dates. All assignments are due each week by 11:59pm.

Assignment(s) Due Dates	Chapter(s) and Other Readings	Assignments Are Available in Brightspace
Week 1: Friday 09/11/26	Textbook: Chapter 1 - The Entrepreneurial Perspective Article: *Why the Lean Startup Changes Everything*	1. Complete the EMP Assessment (students will receive an email with a link to the assessment. 2. The Entrepreneurial Perspective (Notebook LM Podcast) 3. Why the Lean Startup Changes Everything
Week 2: Friday 09/18/26	Textbook: Chapter 11 – Business Model and Plan Watch the six-part animated video series (links in Brightspace): *From Idea to Business*	1. The Business Model and Plan (Notebook LM Podcast) 2. How to Develop a Business Idea 3. Business Model Canvas Quiz
Week 3: Friday 09/25/26	Textbook: Chapter 5 – Identifying Entrepreneurial Opportunity	1. Innovative Opportunity Identification. 2. Where Do Good Ideas Come From? 3. The Importance of Grit and Determination
Week 4: Friday 10/02/26	Textbook Chapter 6 – Problem Solving and Need Recognition	1. The Difference Between a SME & IDE. 2. What is Design Thinking? 3. Chapter 6 Quiz
Week 5: Friday 10/09/26	Textbook Chapter 2 – The Entrepreneurial Journey	1. Divergent vs. Convergent Thinking Discussion Board? 2. How Do You Define Success? 3. Why Immigrants Make Great Entrepreneurs.
Week 6: Friday 10/16/26	Textbook Chapter 9 – Entrepreneurial Finance and Accounting	1. The Financial Pyramid. 2. The Startup Budget. 3. Chapter 9 Quiz
Week 7: Friday 10/23/26	Textbook Chapter 3 – The Ethical and Social Responsibilities of Entrepreneurs *Article: Social entrepreneurship, social enterprise, and social innovation*	1. Tackling Social Challenges 2. Social Entrepreneurship and the Changing Landscape of Nonprofit Organizations 3. Create a Balance Sheet.
Week 8: Friday 10/30/26	Textbook Chapter 8 – Entrepreneurial Marketing and Sales.	1. Create a PERT Sales Forecast 2. Creating a Value proposition. 3. The Marketing Mix. 4. Chapter 8 Quiz
Week 9: Friday 10/31/25	Textbook Chapter 7 – Telling Your Entrepreneurial Story.	1. The Story Matrix. 2. Differentiating Between a Mission and Vision Statement. 3. Create a One-Month Income Statement
Week 10: Friday 11/06/26	Textbook Chapter 10 – Launch for Growth Success.	1. Fail Forward, A Mantra for Overcoming and Dealing with Failure. 2. Create a Cash Flow Statement. 3. Chapter 10 Quiz.
Week 11: Friday 11/13/26	Textbook Chapter 13 – Business Structure Options (Legal Issues).	1. Does Intellectual Property Promote Innovation – Discussion Board. 2. Learning About Legal Issues When Starting a Business. 4. What is the Most Appropriate Legal Business Entity for My Type of Business?
Week 12: Friday 11/20/26	Textbook Chapter 12 – Building Networks and Foundations Finalize Business Pitch and feasibility plan.	1. Scanning the External Environment – PEST Analysis. 3. Create A Pitch Deck.
Week 13: 11/27/26	**NO ASSIGNMENTS DUE – THANKSGIVING**	
Week 14: Friday 12/04/26	Textbook Chapter 14 -- Fundamentals of Resource Planning.	1. Chapter 14 Quiz. 2. Upload Your Feasibility Plan and PowerPoint pitch deck.
Week 15: Friday 12/11/26	Business Pitch Presentations In-Class Starts Thursday 12-10-26 and completes on Tuesday 12-15-26	Class sessions are Tuesday 12-15-26

RESPONSIBILITY: In this course, you must be self-disciplined and well-organized. It is your responsibility to review the materials that have been posted onto Brightspace, including the syllabus. All homework assignments and exams will be accessed and submitted through Brightspace. You are responsible for submitting all assignments on time. Brightspace will not allow you to submit late assignments. All online assignment due dates are shown in the table above (every Friday by 11:59pm, beginning September 11, 2026).

7. **Grading Policy**

Students will be graded across various assignments and in-class activities. Below is a description of those assignments and the grading policy. The course uses a 500-point grading system for all assignments. See assignment details below.

Grade Determination:

Grade	%	Points	Grade	%	Points
A	93-100	465-500	C	73-76	365-384
A-	90-92	450-464	C-	70-72	350-364
B+	87-89	435-449	D+	67-69	335-349
B	83-86	415-434	D	60-66	300-334
B-	80-82	400-414	F	59 and below	299 or less
C+	77-79	385-399			

**Will be assigned to a student who stopped submitting homework assignments during the semester and didn't complete the course requirements and did not officially withdraw.*

Calculation of course grade:

GRADING METRICS		
ASSESSMENT	**TOTAL POINTS**	**% OF TOTAL GRADE**
Brightspace weekly assignments	200	40%
Semester long feasibility plan project (125 points) and in-class pitch presentation (25 points)	150	30%
Attendance and in-class experiential activities	150	30%
TOTAL	**500**	**100%**

Weekly Brightspace assignments: 200 total points – 40%
Over the course of the semester, you will have weekly assignments to complete in Brightspace. The first due date for assignments is Friday, September 11, 2026, at 11:59pm, and then every Friday thereafter. Some assignments will be related to our textbook, while other weekly assignments will relate to non-textbook content covered in class, including case studies, field experiential research, quizzes, conducting primary research about your business idea etc. Some weeks will have more assignments than others. No late assignments will be accepted, so please do not ask for an extension.

Attendance and in-class experiential assignments. 150 total points – 30%)
Over the course of the semester, attendance will be taken. While in class we will engage in various experiential activities that will count toward your overall grade. These experiential activities are designed to help students learn by doing. We will cover course content, but then you will have a chance to apply what has been covered through experiential learning activities. If you miss a class, you will lose points for attendance and any other in-class work we complete. No make-up for missed work. If you attend class and leave early, or you attend class and arrive late, you run the risk of missing points for in-class work while you were not present.

Semester long feasibility plan project and in-class presentation. 150 total points – 30%
The capstone assignment outlined in detail on Brightspace is a semester long written lean feasibility study AND a PowerPoint Pitch deck that will be presented in class. The project will involve developing, validating, and refining your business model by using the business model canvas, and other tools provided to you during the semester. The written feasibility plan project and pitch deck must be completed, and uploaded to Brightspace by Friday, December 4, 2026. During the final week of the course, you will deliver a business pitch presentation in class. You will be provided with a PPT template and pitch presentation resources throughout the semester. The presentation can be up to four minutes long, and this activity is designed to have fun and practice presenting.

8. **Accommodating Disabilities**
Lehman College is committed to providing access to all programs and curricula to all students. Students with disabilities who may need classroom accommodations are encouraged to register with the Office of Student Disability Services. For more information, please contact the Office of Student Disability Services, Shuster Hall, Room 238, phone number, 718-960-8441.

9. **The Academic Center for Excellence (ACE) and the Science Learning Center (SLC)**
The Academic Center for Excellence (ACE) and the Science Learning Center (SLC) are two of the tutoring centers on campus. The ACE provides appointment-based and drop-in tutoring in the humanities, social sciences, and writing, as well as general writing and academic skills workshops. The SLC provides drop-in tutoring for natural science courses. To obtain more information about the ACE and the SLC, please visit their website at http://www.lehman.edu/ssp, or please call the ACE at 718-960-8175, and the SLC at 718-960-7707.

10. Attendance Policy (from student handbook)
Students are expected to attend classes regularly, and instructors are required to take attendance for grading and counseling purposes. Individual instructors, as well as departments or degree programs, may establish specific attendance requirements. Instructors have the right to weigh attendance and class participation in determining grades. It is the student's responsibility to ascertain the effect attendance may have on the grade in a course. Students receiving financial aid must be certified as attending classes regularly for continuing eligibility.

11. Academic Integrity and Plagiarism Policy

The importance of academic integrity in everything we do at the University cannot be overstated. This spring, CUNY passed a revised Academic Integrity Policy that addresses appropriate use of existing and emerging generative Artificial Intelligence tools, like ChatGPT and Copilot, which are in widespread use in our community. Our policy, which you can find here, outlines expectations for honest and ethical behavior in your academic work and recognizes that there are both legitimate and illegitimate uses of this technology. If you encounter any issues or uncertainties about authorized use, please discuss them with your professors and consult your syllabi for guidance. Remember, upholding academic integrity not only reflects your personal values, but also ensures a fair and equitable learning environment for all students.

12. Lehman College Food Bank & Emergency Assistance

If you are experiencing financial hardship and would like to see if you are eligible for an emergency grant, please visit the Student Affairs emergency grants website: lehman.edu/emergency-grants

Any student who has difficulty affording groceries or accessing sufficient food is urged to utilize the Herbert H. Lehman Food Bank, which is located in the Student Life Building, Room 108. The Food Bank is open Wednesdays 10am-8pm and Thursdays 10am-4pm. Students must make an appointment at: lehmanfoodbank.setmore.com

13. **Use of Artificial Intelligence (AI) During the Semester**

In this class, we embrace the use of modern technology, including AI writing tools, to enhance learning and creativity. You are permitted to use generative AI tools, such as ChatGPT, in your coursework. However, it is essential to cite these tools appropriately to maintain academic integrity. When citing content generated by AI, use the following format in APA: [AI Tool Name]. (Year). [Title of the generated content, if applicable]. Retrieved from [URL, if accessed online]. For example: ChatGPT. (2024). [Response to query on environmental ethics]. Note: If a direct URL is not available, indicate the tool and date of the query.

14. **Change in Deadline for Withdrawal from Classes**

Beginning Fall 2024, the deadline to withdraw from a course and receive a grade of W has changed to the completion of 60% of the course rather than the last day of classes. The exact deadlines for the 2024-2025 academic year are posted on CUNY's Academic Calendar. **Remember that an official withdrawal (W) must be initiated by you, the student**. A WU (Withdrew Unofficially) will be assigned where you "attended class at least once, stopped participating, did not drop the class or receive approval for an incomplete, did not officially withdraw from the course, and did not complete enough work for the instructor to calculate an earned grade using the criteria outlined in the course syllabus."

Add/Drop/Withdrawal Dates – See Academic Calendar

** Dr. Gold reserves the right to modify the syllabus (with notice) for any reason during the semester.