

ENT 3700 - Entrepreneurship New Venture Creation

Fall 2026 Syllabus, Section 01, CRN 40641,

Credit hours: 3

Instructor

Scot Loveland

Email: swloveland@ysu.edu

Public Instructor Information

Instructor Title: Mr. Scot Loveland

Instructor Professional Qualifications:

Bachelor of Arts, University of Mount Union

Director, YSU APEX Accelerator

Instructor Office Location:

WCBA Small Business Development Center

Instructor Office Phone:

330-941-2140

Course Description

3700. Entrepreneurship New Venture Creation. An examination of the entrepreneurial process from opportunity recognition and assessment through the launch of the new firm. Emphasis placed on exploring creativity and innovation. Students will develop a feasible business idea, present the idea as an elevator pitch, and write a business proposal. Prereq.: BUS 1500, sophomore standing, 2.5 GPA. 3 s.h.

Course Readings

Group	Title	Author	ISBN
	Optional Text		

Entrepreneurship: Successfully Launching New Ventures, 6th edition, Bruce R. Barringer, R. Duane Ireland, Pearson Prentice-Hall, 2019.

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Week of	Proposed Topic	Due/To Prepare for Class
8/24	None	
8/31	Introduction to Entrepreneurship Recognizing Opportunities	
9/7	Ideation	
9/14	Ideation	
9/21	Ideation Discussion	
9/28	Presentations	
10/5	Presentations	
10/12	Business Model Template	
10/19	Feasibility Analysis	
10/26	Industry & Competitive Analysis	
11/2	Writing a Business Plan	

11/9	Preparing the Ethical & Legal Foundation
11/16	Getting Financing/Funding
11/23	Elevator Pitch
11/30	Elevator Pitch
12/7	Elevator Pitch

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.