Entrepreneurship Exploration
BUSN 170 Fall 2026
Monday, Wednesday & Friday 8:00 to 9:05 am
Business and Entrepreneurship, Room 124

Professor	Josh Seago
Contact Information	Phone: **630.450.1239** E-mail: **jaseago@noctrl.edu**
Office Hours	Wednesday, Thursday & Friday 7:30 to 8:00 am and by appointment
Text	Hisrich, Robert D., Michael P. Peters, and Dean A. Shepherd. *Entrepreneurship*. 12th ed., McGraw Hill, 2024.

Course Description

Designed primarily to provide an overview of entrepreneurship, develop an entrepreneurial frame of mind and skills in discovering and communicating entrepreneurial opportunities. Students come up with a business idea and explore its potential for becoming a viable business. They learn to do market research and communicate - both in writing and orally - their findings in a final Pitch Deck project. Other important aspects of the course include self-assessment to determine one's strengths and weaknesses, and gaining a proactive perspective on life. This introductory course is open to students from all majors across campus who are interested in Entrepreneurship.

Course Methodology

Lecture, discussions, tests, quizzes, and video analysis

Attendance

Attendance is highly encouraged. Some material covered in class is not necessarily in the textbook and will help you understand the material with greater appreciation. Participation in class discussions is required to enhance learning.

Late / Missing Assignments

Late or missing assignment will not be accepted for any reason.

Expectations

Students are expected to read the assigned chapters prior to class. If you find yourself having problems with the material I encourage you to see me for assistance. North Central College offers additional resources through the Writing Center and the Advising Center.

Grading and Grading Structure

Tests (2 at 100 points each)	200 points
Chapter Quizzes (10 at 10 points each)	100 points
Chapter Videos (10 at 10 points each)	100 points
Pitch Deck	200 points
Total Points	**600 points**

Grade Distribution

With plus/minus grading at North Central College, students' grades for the course will follow the distribution:

93 – 100%	=	A	(558 – 600 points)
90 – 92%	=	A-	(540 – 557 points)
87 – 89%	=	B+	(522 – 539 points)
83 – 86%	=	B	(498 – 521 points)
80 – 82%	=	B-	(480 – 497 points)
77 – 79%	=	C+	(462 – 479 points)
73 – 76%	=	C	(438 – 461 points)
70 – 72%	=	C-	(420 – 437 points)
60 – 69%	=	D	(360 – 419 points)
Below 60%	=	F	(359 points and below)

Cheating & Plagiarism

Any cases of cheating or plagiarism will follow the official NCC cheating & plagiarism policy found in the student handbook.

Tests (100 points each)

Tests will consist of the material in the textbook and from lectures. The course will cover a major portion of the book- therefore you must keep up with the reading/chapters. Tests will be multiple-choice. The best study guide is the understanding and knowledge of the learning objectives for the chapters covered.

Quizzes (10 points each)

There will be a quiz on each of the chapters from the text book. Each quiz will consist of five questions valued at two points each for a total of 10 points. The quizzes will be open book and open note. Once you start the quiz it must be completed within 5 minuets. Students will complete the quizzes through Canvas. All quizzes must be completed by 10 pm on Sunday of the week we covered the chapter. On test weeks & holidays the quiz will be due by 10 pm on Thursday. **There are no make-up quizzes.**

Chapter Videos (10 points each)

Students will prepare a one-paragraph response analyzing a short video related to the chapters in the textbook. Your response will include your thought and opinions of the video and how it relates to the material in the textbook and class discussions.

Pitch-deck Presentation (200 points)

A pitch-deck is a formal presentation that your startup team presents to potential investors to generate interest in the opportunity you have identified. In groups of 3-4, you will present your pitch-deck on an opportunity of your choice. The presentation should take approximately 15 minutes. Expectations are that you will justify the opportunity creatively using secondary data research. I will be taking public opinion (i.e. your classmates) into account before deciding on final grade. See below for a detailed rubric. Be creative in the opportunities you target. Some resources for pitch-decks are:

a) 30 Legendary pitch-decks
b) All the public pitch-decks

Grading for "skin-in-the-game" will be done by hypothetical angel-syndicate made up of students not in your team.

Criteria	Max Points	5 **Exemplary Work** Consistently meets all of the criteria (100%)	4 **Superior Work** Meets most (e.g. 80%) of the criteria	3 **Intermediate Work** Meets some (e.g. 60%) of the criteria	2 **Marginal Work** Meets few (40%) of the criteria	1 **Unacceptable Work** Met little (20% or less) of the criteria
Problem.	25	Stating a clear and concise pain-point/ problem that customers face. (25 points)	(20 points)	(15 points)	(10 points)	No clear understand of problem facing users/ customers. (0 points)
Market/ Opportunity	50	Identified an addressable user market/ opportunity. Creative use of secondary data to justify opportunity. (50 points)	(40points)	(30 points)	(15 points)	Neither market identified, nor opportunity justified. (0 points)
Solution.	50	Provides a unique, novel, and addressable value proposition to the opportunity identified. (50 points)	(40 points)	(30 points)	(15 points)	The solution is neither unique, nor provides competitive advantage to team. (0 points)
Skin-in-the-game.	25	The syndicate would back this venture. Each student will vote as a member of hypothetical angel investor syndicate of $50,000 split among the teams (other than his or her own) with minimum 10,000 per team chosen. * Was **top 3 team** w.r.t. amount raised and percent of class voting for it = 25 points.	20	Was ranked 4 – 6 by angel syndicate. (15 points)	10	Did not raise $ (from the majority of) hypothetical class angel-fund. (0 points)

* Distribute your investment amongst teams following this rule.

Fall 2026 Schedule

Week 1

08.24.26	Course Introduction & Philosophy
08.26.26	In Class Pitch Deck Workshop
08.28.26	Review of Chapter 1 - *The Entrepreneurial Mind-Set*

Week 2

08.31.26	Review of Chapter 1 - **Chapter 1 Quiz due by 11:59pm**
09.02.26	No Class
09.04.26	Review of Chapter 2 - **Chapter 2 Quiz due by 11:59pm on Sunday**

Week 3

09.07.26	**Labor Day – No Class**
09.09.26	No Class
09.11.26	**Pitch Deck Group Meeting 1**

Week 4

09.14.26	Review of Chapter 3 - *Generating and Exploiting New Entries*
09.16.26	Review of Chapter 3 - *Generating and Exploiting New Entries*
09.18.26	Review of Chapter 4 - **Chapter 3 Quiz due by 11:59pm on Sunday**

Week 5

09.21.26	Review of Chapter 4 - *Creativity and the Business Idea*
09.23.26	No Class
09.25.26	**Pitch Deck Group Meeting 2** – **Chapter 4 Quiz due by 11:59pm on Sunday**

Week 6

09.28.26	Review of Chapter 5 - *Identifying and Analyzing Domestic and International Opportunities*
09.30.26	Review of Chapter 5 - **Chapter 5 Quiz due by 11:59pm on Thursday**
10.02.26	**Test 1 - Chapters 1, 2, 3, 4 & 5**

Week 7

10.05.26	Review Chapter 6 - *Protecting the Idea and Other Legal Issues*
10.07.26	Review Chapter 6 - *Protecting the Idea and Other Legal Issues*
10.09.26	**Pitch Deck Group Meeting 3 - Chapter 6 Quiz due by 11:59pm on Sunday**

Week 8

10.12.26	Review of Chapter 7 - *The Business Plan: Creating and Starting the Venture*
10.14.26	Review of Chapter 7 - *The Business Plan: Creating and Starting the Venture*
10.16.26	**Fall Break – No Class – Chapter 7 Quiz due by 11:59pm on Sunday**

Week 9

10.19.26	**Pitch Deck Group Meeting 4**
10.21.26	In Class Pitch Deck Group Work
10.23.26	Small Business Technology Workshop

Week 10

10.26.26	**Pitch Deck Group Meeting 5**
10.28.26	Review of Chapter 8
10.30.26	Review of Chapter 8 **- Chapter 8 Quiz due by 11:59pm on Sunday**

Week 11

11.02.26	**Pitch Deck Group Meeting 6 In Class**
11.04.26	Review of Chapter 9 - *The Organizational Plan*
11.06.26	Review of Chapter 9 - *The Organizational Plan* **- Chapter 9 Quiz due by 11:59pm on Sunday**

Week 12

11.09.26	**Pitch Deck Group Meeting 7 In Class**
11.11.26	Review of Chapter 11 - *Sources of Capital*
11.13.26	Review of Chapter 11 - *Sources of Capital* **- Chapter 11 Quiz due by 11:59pm on Sunday**

Week 13

11.16.26	**Pitch Deck Group Meeting 8**
11.18.26	Review of Chapter 13 - *Strategies for Growth and Managing the Implications of Growth*
11.20.26	Review of Chapter 13 - **Chapter 13 Quiz due by 11:59pm on Sunday**

Week 14

11.23.26	**Pitch Deck Group Meeting 9 In Class**
11.25.26	**Thanksgiving Break – No Class**
11.27.26	**Thanksgiving Break – No Class**

Week 15

11.30.26	**Test 2 - Chapters 6, 7, 8, 9, 11 & 13**
12.02.26	In Class Pitch Deck Group Work
12.04.26	Pitch Deck Presentations

Week 16

12.07.26	Pitch Deck Presentations
12.09.26	Pitch Deck Presentations
12.11.26	Pitch Deck Presentations

Note:
This course syllabus provides only a general course plan; deviations and amendments may be necessary due to unforeseen circumstances.