



Master Course Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

Semester: Spring

Year: 2025

Course Prefix: ENTR

Course and Section #: 293R-001

Course Title: Reed and Christine Halladay
Entrepreneurship Lecture Series

Credits: 1

Course Description

This course is designed to help students develop the mindset, skills, and attitudes necessary for entrepreneurial success. It emphasizes personal growth, problem-solving, and networking, with the goal of helping students take action toward their professional and entrepreneurial goals. Students will hear from successful entrepreneurs, learn how to identify and solve real problems, and practice networking to build valuable connections. The course encourages self-reflection, personal discipline, and taking risks outside of one's comfort zone. Through engaging with speakers and participating in networking events, students will have opportunities to apply what they learn and take proactive steps toward achieving their life goals. Success in this class depends on the effort and action students put into their learning experience.

Course Attributes

This course has the following attributes:

- General Education Requirements
- Global/Intercultural Graduation Requirements
- Writing Enriched Graduation Requirements
- Discipline Core Requirements in Program
- Elective Core Requirements in Program
- Open Elective

Other: *Click here to enter text.*

Instructor Information

Instructor Name: Mark Seastrand

Student Learning Outcomes

1. Discuss current topics on entrepreneurship in the community, state, and the nation.
 2. Learn and discuss emerging trends in entrepreneurship.
 3. Evaluate career aspirations, employment opportunities and self employment options for success.
 4. Discuss ideas of mutual interest with entrepreneurs.
 5. Learn to identify problems as potential opportunities.
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Course Materials and Texts

No textbook is required for this course.

Course Requirements

Course Assignments, Assessments, and Grading Policy Assignments and Assessments:

Class Grading and Point Breakdown

- **In-Person Weekly Attendance (28 points):** Attendance is required, with a 2-point quiz for each class. Extra credit can be earned through speaker reviews.
- **Lecture Reviews (98 points):** Submit a review within 7 days of each lecture for full points (7 points). Late submissions within 2 weeks are worth 6 points, after 2 weeks 4 points.
- **Networking Events (30 points):** Attend two business-related networking events (15 points each). Document each event and submit a report.
- **Final Exam (10 points):** Complete the final exam survey on Canvas for 10 points.
- **Maximum Points Possible: 166 points (excluding extra credit).**

Extra Credit Opportunities (with 10 lecture reviews submitted):

- **Big Idea Project (15 points):** Develop a business idea through research, validation, and solution design.
- **Business Competitions (15 points):** Participate in a UVU or other recognized business competition.
- **Outline Your Startup (15 points):** Submit a business plan and financial projections.
- **Book Summary (15 points):** Read *Nail It Then Scale It* and submit a 2-page summary.
- **Social Media/Newsletter (10 points):** Follow UVU Entrepreneurship social media accounts and submit a screenshot.
- **Student Rating of Instruction (SRI) (5 points):** Complete the SRI at the end of the semester.

Late Assignment Policy: Assignments more than 2 weeks late receive 50% of available points.

Assignments less than 2 weeks late incur a 1-2 point penalty.

Required or Recommended Reading Assignments

No required reading assignments for this course.

General Description of the Subject Matter of Each Lecture or Discussion

7-Jan: Mark Seastrand – Overview

21-Jan: Joseph Grenny – Founder, The Other Side Academy

28-Jan: Chase D. Olsen – N-OV8-AI, AI on the Way

4-Feb: Casey and Chelsey Baugh – Local Entrepreneurs

11-Feb: Karalynne Call – Founder and CEO, Just Ingredients

13-Feb: Rob Allen – President and CEO, Intermountain Health

18-Feb: Aaron Rasmussen – Founder, Master Class and Outlier.org

25-Feb: TBD

27-Feb: Laurent Rotival – CIO, Cambia Health Solutions

4-Mar: Colby and McKenzie – Founders, Thread Wallet

18-Mar: Trent Mano – Utah Tech / Convoi Ventures

25-Mar: Vanessa Quigley – Founder, Chatbooks

1-Apr: TBD

8-Apr: TBD

22-Apr: Student Pitch Day

Required Course Syllabus Statements

Generative AI

Generative AI may be used for research, brainstorming, or refining ideas, but it should not replace personal effort in assignments or reviews. All work must reflect your own understanding and insights. Ensure that any AI-generated content is properly attributed, with citations included, and aligned with course guidelines on academic integrity.

Using Remote Testing Software

This course does not use remote testing software.

This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

Required University Syllabus Statements

Accommodations/Students with Disabilities

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at accessibilityservices@uvu.edu or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at DHHservices@uvu.edu

DHH is located on the Orem Campus in BA 112.

Academic Integrity

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each

course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

Equity and Title IX

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – TitleIX@uvu.edu – 800 W University Pkwy, Orem, 84058, Suite BA 203.

Religious Accommodation

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at accessibilityservices@uvu.edu. If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.