

SADDLEBACK COLLEGE - BUSINESS SCIENCE DIVISION
BUS 160 DE - COURSE SYLLABUS

Entrepreneurship

Class Title:	Entrepreneurship	Dates:	August 20 – December 19, 2018
Course Number:	BUS-160, Ticket 19905	Units:	3

Instructor Information

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Course Description

Practical hands-on business course designed for students interested in starting their own business or for the new business owner. The course focuses on the legal steps necessary to create and maintain a sole proprietorship, general partnership, limited liability company, closely held corporation or other business organization appropriate to the business. Students will evaluate the benefits and risks of business ownership and learn skills to manage and market the business from an entrepreneurial prospective. Students will create a business plan and develop strategies to secure financing.

Course Objectives

Upon completion of this course, the student will be able to:

1. Identify and analyze the risk versus the benefits of being an entrepreneur.
2. Evaluate types of business organizations and select the appropriate legal structure for the business.
3. List all the steps necessary to legally form the appropriate legal structure.
4. Research and develop a business plan for all aspects of the creation and maintenance of the business.
5. Compare and contrast options to secure venture capital.
6. Explain parts of a financial statement.
7. Give examples of fixed and variable costs in a business.
8. Summarize techniques to market and promote the business.
9. Develop a plan to secure a mentor/business coach to give counsel and assist in early business stages.
10. Categorize all types of insurance required for the business.

Student Learning Outcomes

1. Clearly describe the proposed target customer and the need that is being satisfied.
2. Describe the entrepreneurial risks and challenges inherent in each major component of the entrepreneurial business.
3. Research and develop a business plan for all aspects of the creation and maintenance of a business

Required Course Textbook

Barringer, Bruce. Entrepreneurship, 6th Edition. Published by Prentice Hall, ©2015, ISBN 978-0134729534.

Class Format

Course instruction will be delivered online via Canvas and special real-world resources. Individual, group, and interaction occur online. The “online classroom atmosphere” will be active and engaging and will require focus and commitment throughout the term. Be prepared to participate in class discussions by keeping up with assigned readings/homework and contributing thoughtful questions and input.

HOW THIS COURSE WORKS

This distance education course is taught using the texts and various online tools. The components are organized into three learning modes: textbook reading, online instruction, and “live” activities. Students will also be directed to various web sites to view video clips, complete activities, or read additional instructional material. You *must* have access to a computer with a reliable Internet connection, e-mail, and a recent version of Internet Explorer or Firefox. This course is not recommended for students who are computer novices. **This course is also NOT recommended for students who struggle with self-discipline or time management!** If you find that you need the structure of the classroom in order to acquire the best learning and deliver your best work, then you should enroll in the live version of BUS 160. See the current Course Schedule for class times.

ONLINE RESOURCES TO UNDERSTAND FOR THIS COURSE

Canvas

We will use Canvas for the following:

- Posting to the Discussion Board
- Submitting Assignments
- Viewing PowerPoint Lecture Presentations
- Viewing Learning Activity (assignments) Details
- Obtaining Forms or other Documents needed to complete Assignments

JupiterGrades

We will use JupiterGrades for our online course gradebook.

ONLINE INSTRUCTION VS. HOMEWORK

Online instruction is the distance education alternative to classroom instruction. It may take the form of a presentation to view in Canvas, on YouTube, or on another Web site. Sometimes the instruction may take the form of additional reading. Online exams are considered part of the online instruction time.

Learning assignments are due weekly and may be in the form of threaded discussions on the Canvas Discussion Board, written assignments submitted through Canvas, online chapter previews or other assignments. Since some learning activities would normally be carried out during classroom time, some of these activities are considered part of the online instruction time, and others are considered homework.

Online Instruction	Homework
<ul style="list-style-type: none">• Chapter Presentation Review• Weekly Discussion Participation• Business Plan Project (preparation)	<ul style="list-style-type: none">• Chapter Readings• “The Profit” Journal• Interview with an Entrepreneur• Business Plan Project (presentation)

HOW, WHEN AND WHERE TO FIND PROF. KNAPP

OFFICE HOURS:

Tuesdays, Wednesdays and Thursdays: 9:00 – 10:00 a.m. in BGS 226, Office 210
Online office hours (either by email or Zoom) are also held by appointment only.

Or, you can always reach me at (in order of preference):

E-mail: rknapp@saddleback.edu

Zoom: Zoom.us/j/3950243753

Phone: (949) 582-4613

COURSE POLICIES

General Expectations

- All written assignments must be typed to be considered for credit.
- Students will respect that it may take up to 48 hours for the professor to respond to an email inquiry, and understand that sending numerous follow-up emails within that 48-hour period will not expedite a response.
- Students struggling in the course will come to the professor to seek guidance sooner than later.
- Students will conduct themselves in a professional and mature manner at all times while in class, working with teams and communicating online (email, Canvas, etc.).
- Students are expected to take responsibility for their own learning. It is not the professor's responsibility to manage your time, deadlines or out-of-class project requirements.
- Work will be submitted on time. Assignments submitted late will be penalized 10% per day.

Technology Knowledge Expectation

Basic Internet skills and access to word processing software are required for this course. Many options are available for students who desire to review Internet basics - including College courses and free online tools.

Participation

Students deciding not to participate in this course, retain responsibility to drop the class. Students who choose not to participate in the course and do not drop the class will receive an earned grade per the syllabus grading rubric.

Plagiarism Policy

Academic integrity is taken very seriously in this course. Plagiarism is any conduct in academic work or programs involving misrepresentation of someone else's words, ideas or data as one's original work. Cheating is the use of any unauthorized materials, or information in academic work, records or programs, the intentional failure to follow express directives in academic work, records or programs, and/or assisting others to do the same. You are responsible for authenticating any assignment submitted to an instructor. If asked, you must be able to produce proof that the assignment you submit is actually your own work. Therefore, I recommend that you engage in a verifiable working process: Keep copies of all drafts of your work, make photocopies of your research materials, write summaries of research materials, save writing center receipts, keep logs or journals of your work, save drafts/revisions of assignments under different file names, etc. The inability to authenticate your work, should I request it, is sufficient grounds for failing the assignment. Academic dishonesty, including, but not limited to falsification, plagiarism, cheating or fabrication, which compromises the integrity of an assignment, a college record or a program is in violation of Saddleback College's student Code of Conduct. Please review your Student Handbook to fully understand your responsibilities within this important college policy.

Accommodations for Students with Disabilities

This course meets the requirements set forth in the accessibility checklist and universal design grid provided by Special Services. The Web pages, video presentations, textbooks and class materials used in this course are accessible to students with disabilities.

Privacy

The Family Rights and Privacy Act of 1974 restricts the release of certain student information such as grades. Therefore, please do not call for grade information. Your grades will be made available through the JupiterGrades link found in Canvas, and final grades will be posted through MySite.



ASSIGNMENTS

Weekly Discussions

You are expected to read the assigned chapters before contributing to weekly discussions and activities. You are required to post your original response thread by **Thursday** at 11:59 p.m. of the week the discussion is assigned, and then to respond to two other students' original posts by the following **Sunday** at 11:59 p.m. Discussion grades are earned by a combination the integrity of content and frequency of quality participation.

"The Profit" Journal

Over the semester, we will watch various episodes of the popular small business coaching show, *The Profit*. Standardized prompts for journal reflections will be given at the start of the semester, and students will analyze the strengths, weaknesses, and viability of the various new business ideas and companies pitched to the sharks.

HP Life eLearning

HP LIFE is a global program that trains aspiring entrepreneurs and small business owners to use IT and business skills to create opportunities to transform their businesses. Register for a free account and access the Courses section. There are four primary sections: Finance, Marketing, Operations, and Communication. Complete at least one course of your choice in each category and submit your "Certificate" for credit. Additional courses can be completed for **five** points of extra credit each.

Interview with an Entrepreneur

Students will interview an entrepreneur that has developed a successful business model. Please don't forget to include relevant information in your report (name of entrepreneur, name of company, and any other information that you might believe to be pertinent). The report can address the questions posted on Canvas (in the Interview with an Entrepreneur) folder, or others as the conversation naturally progresses. Further details are shared in our Canvas classroom. Your completed Interview paper is expected to be at least three pages long (12 pt. font, double spaced), and it can be in either paragraph or Q & A format.

Business Plan Semester Project

Each student is expected to complete a first draft of a new business plan. The idea will be presented in a fast-pitch, infomercial, web site or other multimedia format at the conclusion of the course. Further details on this assignment will be shared separately.

Final Exam

A course survey will be given at the end of the course for credit and as a final evaluation.

EXTRA CREDIT: Business Coaching Session

Every student has the optional opportunity to meet for 30-60 minutes with Prof. Knapp for a personalized business coaching on their particular business idea(s) and entrepreneurial aspirations. Students should be prepared with specific questions, drafts of their business plan or other documents, web links, ideas or inquires that will develop their entrepreneurship goals. Scheduling is coordinated by emailing Prof. Knapp directly to schedule an appointment. This opportunity is worth 25 points of extra credit (*and hundreds of dollars in the real world!*)



GRADING

Course Evaluation

Getting Started Assignments	15 points	
Weekly Discussions	225 points total	(15 Weeks x 15 points each)
The Profit Journals	150 points total	(3 journals x 50 points each)
HP eLife Learning		
• Certificate #1: Finance	25 points	
• Certificate #2: Marketing	25 points	
• Certificate #3: Operations	25 points	
• Certificate #4: Communication	25 points	
• <i>Additional Certificates</i>	<i>5 points each</i>	
Interview with an Entrepreneur	50 points	
Business Plan Semester Project		
• Topic	10 points	
• Milestone #1	100 points	
• Milestone #2	100 points	
• Milestone #3	100 points	
• Final Presentation	100 points	
<i>Business Coaching Session</i>	<i>25 points of Extra Credit</i>	
Final Exam	50 points	

Total Possible **1,000 points**

Grading Scale: A = 90-100% B = 80-89% C = 70-79% D = 60-69% F = 59% and below

TIPS FOR SUCCESS

Hints for Student Success:

- Use the special class e-mail address to contact the Professors even though students may receive email from a variety of sources.
- Stay organized, read the assignments PRIOR to the deadline.
- Get ahead of the power curve - understand the workload, identify areas of concern, and manage to it accordingly.
- Assignments are electronically uploaded to Canvas. Save work, and always back-up.
- Be organized - develop and maintain an effective scheme to manage email / files / documents / essays / assignments / directions / etc.
- Students should budget adequate time each week for reading the textbook and completing all online assignments. Students are responsible for keeping up to date with all lessons and assignments, and should plan accordingly. Setting aside specific days in the course week may prove an effective strategy for many students.

Student Assistance / Support / Research:

- Online DE Support: <http://www.saddleback.edu/de/student-technical-support/>
- Financial Aid: <http://www.saddleback.edu/fao/>
- Learning Assistance: <http://www.saddleback.edu/lap/>
- Library Resources: <http://www.saddleback.edu/library/services.html>
- Online Research: <https://login.ezproxy.socccd.edu/login>



COURSE SCHEDULE AND CONTENT OUTLINE

(Subject to Revisions and Unexpected Changes)

Work you are responsible to submit each week is highlighted in **BOLD**.
Deadlines are 11:59 p.m. on the Sunday/end of each week

Week #	Week Of	Online Instruction	Homework	Due Date
Week 1	8/20-8/26	Explore our Canvas Classroom	<ul style="list-style-type: none"> Complete Getting Started Assignments Post/Participate in Weekly Discussion 	8/26
Week 2	8/27-9/2	Review Chapter 1 Online Presentation	<ul style="list-style-type: none"> Read Chapter 1 Post/Participate in Weekly Discussion Submit Business Plan Topic 	9/2
Week 3	9/4-9/9	Review Chapter 2 Online Presentation	<ul style="list-style-type: none"> Read Chapter 2 Post/Participate in Weekly Discussion Getting Started Assignments 	9/9
Week 4	9/10-9/16	Review Chapter 3 Online Presentation	<ul style="list-style-type: none"> Read Chapter 3 Post/Participate in Weekly Discussion HP eLife Certificate #1: Finance 	9/16
Week 5	9/17-9/23	Review Chapter 4 Online Presentation	<ul style="list-style-type: none"> Read Chapter 4 Post/Participate in Weekly Discussion The Profit Journal #1 	9/23
Week 6	9/24-9/30	Review Chapter 5 Online Presentation	<ul style="list-style-type: none"> Read Chapter 5 Post/Participate in Weekly Discussion Complete Milestone #1 	9/30
Week 7	10/1-10/7	Review Chapter 6 Online Presentation	<ul style="list-style-type: none"> Read Chapter 6 Post/Participate in Weekly Discussion HP eLife Certificate #2: Marketing 	10/7
Week 8	10/8-10/14	Review Chapter 7 Online Presentation	<ul style="list-style-type: none"> Read Chapter 7 Post/Participate in Weekly Discussion <i>Halfway Mark! Breather/Catch-Up Week</i> 	10/14
Week 9	10/15-10/21	Review Chapter 8 Online Presentation	<ul style="list-style-type: none"> Read Chapter 8 Post/Participate in Weekly Discussion The Profit Journal #2 	10/21
Week 10	10/22-10/28	Review Chapter 9 Online Presentation	<ul style="list-style-type: none"> Read Chapter 9 Post/Participate in Weekly Discussion Complete Milestone #2 	10/28
Week 11	10/29-11/4	Review Chapter 10 Online Presentation	<ul style="list-style-type: none"> Read Chapter 10 Post/Participate in Weekly Discussion HP eLife Certificate #3: Operations 	11/4
Week 12	11/5-11/11	Review Chapter 11 Online Presentation	<ul style="list-style-type: none"> Read Chapter 11 Post/Participate in Weekly Discussion Complete Milestone #3 	11/11
Week 13	11/12-11/18	Review Chapter 12 Online Presentation	<ul style="list-style-type: none"> Read Chapter 13 Post/Participate in Weekly Discussion HP eLife Certificate #4: Communication 	11/18
Week 14	11/19-11/25	Review Chapter 13 Online Presentation	<ul style="list-style-type: none"> Read Chapter 13 Post/Participate in Weekly Discussion The Profit Journal #3 	11/25
Week 15	11/26-12/2	Review Chapter 14 Online Presentation Finalize Business Plan Presentation	<ul style="list-style-type: none"> Read Chapter 14 Post/Participate in Weekly Discussion Final Presentation 	12/2
Week 16	12/3-12/11	Interview an Entrepreneur (if you haven't already) Complete Extra Credit or Late Work*	<ul style="list-style-type: none"> Interview with an Entrepreneur Paper <i>HP eLife Extra Credit Certificates</i> *Late submissions REQUIRE instructor approval 	12/11
Final Exam – Due by Wednesday, 12/19 by 11:59 p.m. – ONLINE				