

# BUS 170: Entrepreneur I

Welcome to MiraCosta's online offering of BUS 170, Entrepreneur I (first 8 weeks of semester). I hope you find the class interesting and enjoyable and that you learn some valuable lessons and concepts you can apply to current and future business start-up and management plans. This is a practical course, not a theoretical one. Hopefully you currently have a business or plan to start one shortly. The class is geared to those students. Be sure to print a hard copy of this syllabus for easy reference.

## Course Description

Topics include practical business start-up topics for prospective entrepreneurs, successful traits and skills, finding and evaluating business ideas, starting or buying a business or franchise, market research, sales forecasting, distribution, pricing, promotion, advertising, and selling.

## Course Details

**Semester:** Fall 2009: (first 8 weeks) August 24, 2009 thru October 17, 2009

**Units:** 1.5; **Prerequisites:** None

**Section:** 1937; **Format:** Online Class

**Class Web Site:** <https://blackboard.miracosta.edu>

**Text Student Companion Web Site:** link at: <http://www.mhhe.com/katzesb> (For each chapter: Supplements, Flash Cards, Video and Web Links, Narrated PowerPoints)

## Course Objectives & SLO's

### GENERAL OBJECTIVES:

My goals go beyond having you just learn the subject matter. I hope the course and the activities appeal to a variety of learning styles to keep everyone active and interested. As you proceed through the course, you will:

- Learn the subject matter and remember the key points
- Develop a good overview of how business start-up issues
- Be able to apply the concepts to your own business
- Think about ethical, social, and business consequences of business decisions
- Communicate through the discussion forums with other students on business issues
- Increase your knowledge and improve your technical computer and Internet skills
- Improve your email and written communication skills
- Discover and explore some interesting web sites that will be useful to you

### SUBJECT MATTER OBJECTIVES:

The specific subject matter objectives for the course are for you to:

- Understand small business opportunities and rewards
- Develop an appropriate personal set of business ethics
- Understand and identify entrepreneurial characteristics and competencies
- Develop your business ideas stressing creativity, opportunity and feasibility
- Investigate the part-time and full-time paths to entrepreneurship
- Utilize appropriate business strategy to separate your business from competitors
- Develop a good business plan
- Utilize appropriate product, pricing, and promotional techniques

### STUDENT LEARNING OUTCOMES:

1. Assess and evaluate your potential for entrepreneurial success using guidelines discussed in class.
2. Assess and evaluate ideas for businesses using guidelines discussed in class.
3. Analyze and support a choice for starting or buying a new business or franchise including entity selection, and describe the product or service differentiation strategy.

## Instructor Information

**Name:** Tom Severance; **Background:** Attorney/CPA; JD/MBA: Univ of Minnesota; BS (Bus Admin.): Arizona State Univ  
**Office:** Room 4810 in the Business Department (Oceanside Bldg. 4800) (shared with Christina Hata).

**Scheduled Office hours:** Monday 3-5pm (unless other obligations interfere). However, I am in the office most other weekdays at various times. Feel free to stop in if you see me in the office at any time, even if outside the normal office hours, or email/call to arrange a meeting if necessary.

**E-mail:** [tseverance@miracosta.edu](mailto:tseverance@miracosta.edu); **Home Page:** <http://www.miracosta.edu/home/tseverance>

**Phone/message:** (760) 757-2121 x 6388; **Fax:** (760) 795-6770

**Teaching Philosophy:** I believe in students taking primary responsibility for their education experience, setting their own goals, being proactive, and making sure they complete all assignments on a timely basis. I also believe in collaboration, creativity, flexibility, and the willingness to continue to learn and grow. This applies to both the students and the instructor.

## Course Materials

**Required Text:** *Entrepreneurial Small Business*, Katz & Green, 2nd edition, McGraw-Hill, which can be viewed at <http://www.mhhe.com/katzesb>. Access to the text is required by the first week of class to complete the assignments. There is a copy of the text on reserve at the Oceanside library if needed. You may purchase the text at various locations and web sites, but if you don't purchase it from the MCC Bookstore, you assume and accept all risks, including return policy, delays in delivery, etc. Choose wisely.

**Required Hardware:** Regular access to an efficient, dependable computer with fast, reliable internet access

**Required Software:** Adobe Flash Player (for narrated PowerPoint), Adobe Reader (for pdf's)

All of these are free downloads on the Internet.

## Course Content

BUS 170, Entrepreneur I, is offered online and goes for the first eight weeks of the semester. BUS 171, Entrepreneur II, is offered online, continues with the same text and goes for the second eight weeks of the semester. You need to register separately for that class, and ideally you should take the classes in proper order to make the most sense.

Most weeks we will cover one or two chapters in the text. You will be responsible for reading the chapters, reviewing PowerPoint presentations and other chapter-related documents or web sites, and completing all assignments within that week (week runs Monday morning through Sunday 10pm). The assignments will consist of multiple-choice online quizzes, short answer problems, video questions, and a discussion board. There will be a multiple-choice Final Exam. Final week papers and peer reviews using <http://www.turnitin.com> will also be assigned. At the Text Student Companion Web Site, there are study aids and additional information for those interested.

Although the course is entirely online, it is not self-paced. You complete the assignments for each week generally on your own time schedule within that week. You may read ahead, but you will only be able to respond to the discussion board and submit assignments during the current week. Your first priority is to be sure all assignments for each week are completed on time.

## Course Grading

**GRADING CRITERIA (393 total points) (No extra credit is available for this online class and there are no makeups since all students have the full week to complete their weekly assignments; strive to complete all assignments on a timely basis.)**

- 150 points: Chapter Quizzes (10 chapters x 15 questions per chapter x 1pt each question)
- 060 points: Chapter Problems (10 chapters x 6 points per chapter)
- 030 points: Chapter Videos (10 chapters x 3 points per chapter)
- 075 points: Final Exam (Chapters 1-10)
- 030 points: Written Project
- 020 points: Peer Review
- 028 points: Discussion Board Posts (7 weeks x 4 pts) (2 pts for each post; 2 posts per week)

### FEEDBACK SCHEDULE

- Chapter Quizzes and Exams will be graded automatically and the score posted by Blackboard.
- Chapter Problems, Videos, Discussion Board posts, Written Projects, and Peer Reviews will be graded and posted the week following the due date by the Instructor.
- Be sure to check the Online Gradebook regularly. Any claimed errors or discrepancies in the grades must be brought to the Instructor's attention within two weeks of the due date. Point postings are final after that.
- Instructor will monitor the Discussion Boards and often post summary comments in an Announcement at the end of the week.
- Instructor will respond to appropriate questions in proper format. For quick and simple questions, email is preferred; for more complex issues that require discussion, please call or visit.

**The letter grading will be as follows with the percentage of total possible points. However, the grading curve is subject to minor adjustment (lowering) by the Instructor in his sole discretion at the end of the semester.**

- A (Excellent): 90% +
- B (Good) 80-89%
- C (Average) 70-79%
- D (Below Average) 60-69%
- F (Failure) less than 60%

## Course Rules & Expectations

### **RULES AND EXPECTATIONS:**

Students are expected to:

- Access their email and the Blackboard class site several times per week (minimum of 3 times per week).
- Complete and submit assignments on a timely basis to the instructor according to the instructions and the syllabus schedule.
- Not ask for exceptions to the rules and not wait until the last minute (or accept the consequences) to submit assignments.
- Share their knowledge, participate with a view to learning and growing, and have a good time.
- On all email submissions to the instructor, always put "BUS170:1937" in the Subject Line. Also clearly identify themselves with their full name and email address.
- Take full responsibility for knowing the requirements, rules, deadlines, and activities
- Proactively work through all to make the class a successful experience. If an assignment is missed, if computer or internet problems arise, or if other life activities take precedence, the student accepts it, learns from it, and moves on.
- Maintain a sense of humor and keep things in perspective.
- Submit all writing assignments using Word (.doc or .docx), plain text (.txt), or rich text (.rtf) format. Submissions in WordPerfect (.wpd) format, Works (.wps) format or any other format will receive no credit. No matter what program is used, the document can be saved in .txt or .rtf format.
- Complete and submit original work, and act and behave ethically, honestly, and politely throughout the course.

### **CLASS WITHDRAWAL RULES:**

Students are responsible to complete all necessary paperwork if they decide to withdraw from class. The Instructor must take strong steps to insure all students are "attending" in an online class and active. Therefore, the Instructor retains complete discretion to process a Withdrawal (Drop) for students without additional notice for any of the following (unless discussed with Instructor and approved in advance)

- Failure to input all required information on the Blackboard class web site by the end of the FIRST week of the semester.
- Failure to complete any assignment during the first two weeks of the semester
- Failure to complete 2 consecutive or 3 total Discussion Boards
- Failure to complete 2 consecutive or 3 total Assignments of any type

### **ONLINE CLASS CONSIDERATIONS:**

You must be proactive to succeed in an online course. Postings in the Assignments and Announcements sections will keep you updated as much as possible; however, do not rely on being reminded of upcoming events and due dates by the instructor. You are responsible for all activities and deadlines listed in this syllabus. Read it thoroughly and make note of important dates and deadlines. Make sure you have a backup plan if your computer or Internet has problems. Do not wait till the last minute to submit assignments. Remember Murphy's Law: Anything that can go wrong will go wrong. Take responsibility and plan accordingly.

Remember also, that, although you have likely chosen an online class format for the time and location advantages, there are clearly disadvantages and limitations in online classes. They aren't for everyone and some aspects of a live in-person class cannot be duplicated. Specifically:

- You need regular access to an efficient computer with substantially fast online access and reliability.
- There will be no extended class discussions on topics
- There will be limited opportunity to clarify instructions; you are expected to timely and carefully read the syllabus, class documents, and all Announcements.
- There will be limited opportunity to discuss personal legal issues and current legal events.
- If you need further assistance or clarification from the instructor, you need to promptly email, call, or visit and be very clear with your questions and comments.
- There will be minimal instructor participation in discussion boards; students will discuss and learn from other students; summary comments by the instructor will be made at the end of the week.

- You will not have the student-student camaraderie that can develop in an on-campus class.
- You need to be technologically proficient and need to take full responsibility for completing online submissions timely.
- There will not be constant, ongoing reminders; you need to know all rules and deadlines and be skilled at time management.

## College Policies & Services

### **IMPORTANT DATES: (These are the special accelerated rules for 8 week classes beginning in August)**

- **August 28, 2009** (Friday): Last day to ADD classes.
- **August 29, 2009** (Saturday): Last day to DROP classes with no grade and no "W".
- **September 9, 2009** (Wednesday): Last day to file Petition for Degree/Certificate and to file for Pass/No Pass. Consider this option if you do not need a letter grade.
- **October 3, 2009** (Saturday): Last day to Drop class with "W" grade; Drops after that receive a letter grade (generally an "F"). If you discover this course is not for you, or your class performance is not satisfactory, make sure to drop by this date.

### **INCOMPLETE GRADE:**

Students seeking an "Incomplete" grade must consult with the instructor in person no later than the week prior to finals. Incompletes will only be considered for emergency or other unforeseeable justifiable reasons at the end of the term, and only upon agreement of clear conditions for completing coursework. Incompletes are rarely granted and only if the emergency or other unforeseeable justifiable reason occurs after the date for dropping the class. Work, vacation, family concerns, class schedules, time management problems, and other normal issues all students deal with do not qualify.

### **PASS/NO PASS GRADING OPTION (for graded classes):**

You have the option to choose Pass/No Pass grading for this class. If you choose this option, you must submit a Petition for Pass/No Pass to Admissions & Records before 30% of the class has elapsed. This option for grading is nonreversible once selected. The petition form is available online, or from Admissions & Records. Students planning to transfer should consult with a counselor before opting for Pass/No Pass to ensure this option is accepted by their intended transfer institutions. Check the MiraCosta College catalog or schedule for more detailed information.

### **DISABILITY ACCOMMODATIONS:**

Students with disabilities, whether physical, learning, or psychological, who believe that they may need accommodations in this class, are encouraged to contact Disabled Students Programs & Services as soon as possible to ensure that such accommodations are implemented in a timely manner. Their phone number is (760) 795-6658 and they are located on the Oceanside campus in Building 3000-Student Services, Room 3009, adjacent to Parking lot 3C.

### **LIBRARY RESOURCES:**

The MiraCosta College faculty librarians assist students with their research questions, whether academic or personal. Students may obtain assistance from librarians either one-on-one at the reference desk, through class orientations, group workshops, individual appointments, or online. I strongly encourage you to take advantage of library resources. More information regarding the library may be found at their webpage: <http://www.miracosta.edu/library> .

### **COLLEGE SUPPORT SERVICES:**

The Tutoring and Academic Support Center (TASC) and the Writing Center (WC) assist students by providing individual and group tutoring, WC drop-ins, learning communities, self-help materials, and student success workshops. Services are free and available to all students during day and evening hours at all MiraCosta College campuses. Take advantage of these academic support services. For more specific information, please call (760) 795-6682.

### **PLAGIARISM AND ETHICS POLICY:**

Each student agrees to the following statements of student behavior:

- I agree that I, and only I, will be the one completing and submitting class materials (homework, quizzes, exams, written projects, etc.) in my name.
- I agree that I will not directly copy or plagiarize material from books, publications, the Internet, other students' work, or any other source. I am familiar with, and I agree not to violate, copyright laws. If small amounts of material from other sources are used as part of any class assignment, I agree to clearly indicate such and properly cite the source.
- I agree that any projects submitted for this class have been prepared for this class only and have not been, and never will be, submitted for any other class at MiraCosta or any other school.
- I agree that, unless approved by the instructor, I will not share answers to homework assignments, quizzes, exams, or any other course material with fellow classmates.

- I acknowledge that failure to comply with any of the above statements may result in failure of an assignment, removal from the course, failure in the course, and discipline action deemed appropriate by the instructor in his sole discretion and/or policies and procedures set forth by the Board of Trustees of the MiraCosta Community College District, fully described in the College Catalog.

## Weekly Schedule

### WEEKLY SCHEDULE RULES AND OVERVIEW:

Each week goes from Monday morning 8am to Sunday evening 10pm. Plan your schedule to complete all in a timely manner and leave room for computer issues or family or work issues so you don't run in to last-minute problems. Make sure to regularly view the Blackboard Announcements for more details and any changes.

**Weeks 1 through 7:** For each week, complete: online quiz, video and chapter problems, discussion board

**Week 8:** Final Exam, Written Project, and Peer Review will be due

WEEK	MONDAY	ASSIGNMENTS
1	Aug 24	Chapter 1 Small Business: Its Opportunities and Rewards
2	Aug 31	Chapter 2 Small Business Ethics: A Key to Long-Term Success
3	Sept 7	Chapter 3 Small Business Entrepreneurs: Characteristics and Competencies Chapter 4 Small Business Ideas: Creativity, Opportunity , and Feasibility Appendix: A Sample Feasibility Study: Pet Élan
4	Sept 14	Chapter 5 Small Business Entry: Paths to Part-Time Entrepreneurship Chapter 6 Small Business Entry: Paths to Full-Time Entrepreneurship
5	Sept 21	Chapter 7 Small Business Strategies: Imitation with a Twist Appendix: 5 Steps to an Industry Analysis: Retail Shoe Store
6	Sept 28	Chapter 8 Business Plans: Seeing Audiences and Your Business Clearly Appendix: Example Cover Letter and Résumé Appendix: MyLibros.com Business Plan
7	Oct 5	Chapter 9 Small Business Marketing: Product and Pricing Strategies Chapter 10 Small Business Promotion: Capturing the Eyes of Your Market
8	Oct 12	<b>Final Exam for Ch 1-10, Written Project, Peer Review</b>

**IMPORTANT NOTICE:** This syllabus is subject to change at any time at the discretion of the instructor; notice will be given to the students by email or with an announcement on the class Blackboard site. It is the student's responsibility to maintain a current email address in the Blackboard system and to check their email and the Blackboard site regularly.