Welcome to MiraCosta College BUS 170, Entrepreneur I & BUS 171, Entrepreneur II. I hope you find the class interesting and enjoyable. I am confident that you will learn valuable lessons and concepts you will be able to apply to current and or future business ventures. This is a practical course and hopefully you currently have a business or plan to start one.

**Course Description**

Business 170 (01/20-03/10) and Business 171 (03/24-05/12) are conducted using experiential learning, hands-on and following an Interactive learning approach.

Topics include: Steps to start-up, business legal entities, issues when deciding to become an entrepreneur, successful traits and skills, finding and evaluating business ideas, franchising basics, market research, sales forecasting, distribution, pricing, promotion, advertising, business financing and business plans.

**Course Details**

Class Meeting and times: Tuesdays 6:30 to 9:20pm
Semester: Fall 2015
Units: BUS 170: 1.5; Prerequisites: None (Register for each section separately)
Units: BUS 171: 1.5; Prerequisites: None (Register for each section separately)
Format: Traditional Classroom Environment with Hands on Applications and in class activities.

**Course Objectives & SLO’s**

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

Mr. Molina is the **Director of the Small Business Sector program. This program works with Industry to bring relevance to knowledge in the classroom. Mr Molina is also a Business Consultant with The Small Business Development Center (SBDC)* Mr. Molina provides business consulting services to new and existing businesses in the San Diego area. Mr. Molina received a Master’s Degree in Management from National University with HR emphasis and is currently an Instructor at MCC and CSUSM Extension and Cal Poly.

Resources Website: [http://businesstips.weebly.com/](http://businesstips.weebly.com/)

Scheduled Office Hours: By appointment and online

To contact Mr. Molina, please use the following e-mail address: jmolina@miracosta.edu

* The Small Business Development Center (SBDC) is a program of the SBA and MiraCosta College
** The Small Business Sector is a program of the Chancellors office

Course Content

Register for EACH SECTION for these two classes, and ideally you should take the classes in proper order to make the most sense. Most weeks we will cover one or two chapters from 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 the week.

BUS 170, Entrepreneur I – Covers the First eight weeks of the semester.

BUS 171, Entrepreneur II - Continues with the same text and goes for the second eight weeks of the semester.

Course Materials

A TEXTBOOK IS REQUIRED FOR THIS COURSE:

Required Text: (BOOKSTORE) Entrepreneurial Small Bus 9781308141138 – Prof. Molina - McGraw-Hill

Mr. Molina Created a special Edition for this course to reduce the Cost of Your Textbook. Current Version is Aprox: $60.00 (Older editions are $140.00 to $180.00)


Access to the text is required by the first week of class. You may purchase the text at various locations and web sites, but if you don’t purchase it from the above links or bookstore, you assume and accept all risks, including return policy, etc. Choose wisely.

Course Grading

GRADING CRITERIA: (650 total points)
- 150 points: Class projects
- 200 points: Class Participation and Attendance (Important)
- 200 points: Final Exam
- 100 points: Class Project

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

- Read assigned chapters prior to class and be ready to share with classmates.
- No laptops are permitted in class during lecture.
- No Cell phones – Cell phones must be “off” during class.

- Attendance - Students are expected to attend and be on time to class – Leaving class early is not permitted. Points will be deducted unless approved by instructor.
- Be courteous and professional when communicating in class. Offensive/profanity is not permitted in class.
- Participation is a graded activity and necessary to achieve a great learning experience.
Keep all communication/conversation in class related to the course. Instructor will participate as a facilitator during class and activities; however, students helping students is highly valued. Feel free to offer your business experience when asking or answering questions to other students.

Plagiarism and Ethics Policy:
Each student enrolled in this class must agree 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.

College Policies & Services

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

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/Instruction/Library.

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 795-6658 and they are located in Building 3000-Student Services, Room 3009, adjacent to Parking lot 3C. I want to be informed early in the semester so that any special learning needs can be appropriately met.

College Policies & Services (cont)

F A L L  2015
Aug 21 All-College Day Aug 24 Classes Begin Sept 4 Last Day to Add Classes Sept 4 *No “W” Deadline Sept 8 First Census Sept 25 **30% Pass/No Pass Deadline Nov 20 ***75% Withdrawal Deadline Dec 14-19Final Exams Dec24-Jan 1Campus Closed

If you discover this course is not for you, make sure to officially drop by the official drop date.

NOTE: It is the Student’s responsibility to officially drop the course • Students are responsible to complete all necessary paperwork if they decide to Drop.

The Instructor must take strong steps to ensure all students are “attending” and active. Therefore, the Instructor retains discretion to Drop students WITHOUT ADDITIONAL NOTICE for ANY of the following (unless discussed with Instructor and approved in advance):

- No participation/attendance during the first two weeks and/or participation/attendance for 2 consecutive weeks or 4 total during the semester.

Incomplete Grade: Incompletes will only be considered for extreme emergency situations and only upon agreement of clear conditions for completing coursework.

Pass/No Pass Grading Option: You have the option to choose Credit/No Credit grading for this class. If you choose this option, you must submit a Petition for Credit/No Credit to Admissions & Records by 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 Credit/No Credit to ensure this option is accepted by their intended transfer institutions. Check the MiraCosta College catalog or schedule for more detailed information. Click on this link
### BUS 170 & BUS 171 Calendar of Assignments

Note: The schedule below serves as a guide. We will make every attempt to follow. Instructor may reduce or increase the number of assignments from the ones listed to better serve the educational needs of the class.

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<th>WEEK</th>
<th>DATE</th>
<th>CHAPTERS</th>
<th>ASSIGNMENTS AND TOPICS</th>
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<td>First Class</td>
<td>Introductions / Course Overview – In-Class activity - Syllabus review</td>
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<td>Ch1/Ch3</td>
<td><strong>CLASS TILTE: What is it?</strong></td>
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<td><strong>CLASS TILTE: Thinking Allowed</strong></td>
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<td>Ch 4</td>
<td><strong>CLASS TILTE: Who Is The BOSS?</strong></td>
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<td><strong>CLASS TILTE: Now or Never!</strong></td>
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<td>Ch6</td>
<td><strong>CLASS TILTE: Pots of Gold! - Presentations</strong></td>
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<td>BUS 171</td>
<td><strong>BUS 170 - FINAL EXAM</strong></td>
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<td>Ch9</td>
<td>Ch9 - Business Marketing: Product and Pricing Strategies</td>
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<td>Ch15/Ch18</td>
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**IMPORTANT NOTICE:** This syllabus is subject to change at any time at the complete 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, at least several times each week.