Entrepreneurship Course Syllabus

COURSE TITLE
Entrepreneurship

COURSE NUMBER
ENT 1000

PREREQUISITES
None

CREDIT HOURS
3.0

CONTACT HOURS
45

CLASS MEETING TIMES
None Required – Online Class

CLASS METHOD
This course is designed as an online course and therefore there are no on-campus meeting dates required. You may access the course on the first day of class at: http://online.fkcc.edu. If you have difficulty in logging in to the course or you do not see the course listed, contact the Office of Distance Learning helpline at 305-809-3177 for assistance.

INSTRUCTOR
John Henderson
John.Henderson@fkcc.edu
Office #
Phone: 843-902-3480

OFFICE HOURS
Email instructor to schedule an appointment during summer.

COURSE DESCRIPTION
This course provides business and non-business majors with the skills necessary to succeed as an entrepreneur. The fundamentals of starting and operating a business, developing a business plan, obtaining financing, marketing a product or service and developing an effective accounting system will be covered.

COURSE OBJECTIVES
Upon completion of the course, the student will be able to demonstrate knowledge of the following topics:
1. Understanding the dynamic role of entrepreneurship and small businesses
2. Organizing and Managing a Small Business
3. Financial Planning and Control
4. Forms of Ownership for Small Business
5. Strategic Marketing Planning
6. New Product or Service Development
7. Business Plan Creation

REQUIRED TEXTBOOK
Small Business Management An Entrepreneur’s Guidebook 7th ed

PUBLISHER
McGraw-Hill, Irwin

AUTHORS
Byrd Megginson

BUNDLE ISBN
978-0-07-802909-7
PROPOSED COURSE SCHEDULE

Please note: The course schedule is subject to change to meet the needs of the course and its students. It is YOUR responsibility to stay current.

<table>
<thead>
<tr>
<th>Date</th>
<th>TEXTBOOK CHAPTERS--TOPICS</th>
<th>Assignments/Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 26-June 1</td>
<td>Chapter 3 – Forms of Ownership</td>
<td>Assignment 20 pts. Quiz 15 pts. Discussion 10 pts.</td>
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<tr>
<td></td>
<td>Chapter 5 – Becoming an Owner</td>
<td>Assignment 20 pts. Quiz 15 pts. Discussion 10 pts.</td>
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<tr>
<td>June 2-8</td>
<td>Chapter 6 – Planning, Organizing, and Managing</td>
<td>Assignment 20 pts. Quiz 15 pts. Discussion 10 pts.</td>
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<tr>
<td>June 16-22</td>
<td>Test #1</td>
<td>100 pts</td>
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<tr>
<td>June 23-29</td>
<td>Chapter 8 – Developing Marketing Strategies</td>
<td>Assignment 20 pts. Quiz 15 pts. Discussion 5 pts.</td>
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<tr>
<td>June 30-July 6</td>
<td>Chapter 9 – Promotion and Distribution</td>
<td>Assignment 20 pts. Quiz 15 pts. Discussion 5 pts.</td>
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<tr>
<td>July 21-27</td>
<td>Test #2</td>
<td>100</td>
</tr>
<tr>
<td>July 28-August 3</td>
<td>Business Plans Due in Drop Box - July 24, 11:59 pm</td>
<td>200</td>
</tr>
</tbody>
</table>

STUDENT EVALUATION AND COURSE POLICIES

<table>
<thead>
<tr>
<th>APPROX. WEIGHT</th>
<th>STUDENT GRADE DETERMINATION</th>
<th>FKCC GRADING SCALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>25%</td>
<td>2 Exams @ 100 pts each</td>
<td>90-100% A</td>
</tr>
<tr>
<td>22%</td>
<td>9 Assignments @ 20 pts each</td>
<td>80-89% B</td>
</tr>
<tr>
<td>18%</td>
<td>8 Online quizzes @ 15 pts each</td>
<td>70-79% C</td>
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Exam Policy

There will be an Exam in weeks 6 and 11 of the class. Each exam consists of 30 true-false and multiple choice questions (each worth 2.5 points), and 5 long answer questions (each worth 5 points).

Reading Assignments and Homework

1. This class covers a lot of material and there are some concepts that may be difficult to grasp. Experience has shown that students who are successful in this class generally have study time totals on the higher of the scale.
2. Few students do well in this course if they are spending fewer than 5 or 6 hours studying every week. If you do not have a strong background in this subject, you study time will almost certainly need to be on the higher end of the scale if you want to earn a good grade.

Attendance

- I will monitor student attendance and participation during each week online via D2L. Students are required to participate in their online course each week as verified by activity within the D2L Learning Management System.
- There will be at least one assignment in this course that is due every week of the semester, unless the College is officially closed for the entire week. These may include discussion forum posts for class participation, exams and quizzes, homework, projects, or a combination of these. I will take attendance each week based on your submission of the assignments that are due that week, so it is important that you submit every assignment on time. If you submit all of the week’s assignments late, you will be marked as absent from class for that week. If at least one assignment is submitted on time each week, you will be marked as present.
- Simply logging into the online classroom without submitting any of the assignments due is not sufficient to count for attendance purposes.
- Students who do not regularly participate in class by submitting the assignments that are due each week are considered absent from the class.
- An instructor may withdraw a student from courses for excessive absences and/or non-attendance up to the 70% point in the semester.

Class Participation

Class participation is evaluated through asynchronous online discussion postings. The online discussion component is defined as posting a minimum number of substantial, separate, and distinct messages to the various Discussion Forums. These discussion board messages must be posted before the deadlines in the Course Calendar to count toward your participation grade.
**DISCUSSION FORUMS:** Periodically, under the discussion tab, there will be a question to which you are to post a response during the week.

**For the purposes of this class, a substantial online posting must:**
- Provide a good explanation of a concept or concepts related to the material discussed in the forum, or give a good example of how a concept can be applied, or provide an insightful response to a previous post.
- Be factually correct. The post should help your classmates, and yourself, learn the material.
- **Be at least 250 words in length.** Messages that do not meet this length requirement will earn only a small amount of partial credit, even if they are only one word short.
- Have acceptable spelling and grammar. Although this is not a writing class, this is College. Students should get into the habit of writing complete sentences that are grammatically correct. I don’t expect your grammar to be perfect, but it should be generally correct. Take advantage of the spell check feature in D2L.
- Be your own work. Do not plagiarize from any source (internet, textbook, etc) as the body of your post. Study the concept, and then express it in your own words. Make certain to cite and document your references.
- Other key points:
  - Only messages that meet all of the requirements of a substantial post listed above will earn full credit for participation.
  - It is acceptable (and encouraged!) for more than one student to respond to the same message. The best way to be sure you understand a topic is to try to explain it to someone else.
  - Please use the discussion forums to ask all of the questions you have about the class material. I want you to ask a lot of questions, and these questions will contribute to your class participation grade.
  - Off-topic messages will not count toward your participation grade.
  - **If your final average is on the borderline between two letter grades, active participation (posting several messages to each forum, on average) will work to your advantage as I decide which of the two letter grades you have earned.**
  - Messages must have content that contributes to the discussion. Messages that contain a few words and merely say “I agree with you” or something similar will not earn any credit. (100 words for an initial response to a fellow classmates posting)
  - These participation points are the easiest part of your grade to earn, and also the easiest to forget to do. Don't forget!
  - Copying and pasting from any source, even if you cite the source, is not acceptable. You should study the source document and paraphrase what you learned when typing a message.

**To earn 100% for your class participation grade, you must do the following by the dates published in the Course Calendar:**
- Post an introductory message to the class in the Introductions forum.
- Actively participate in live classroom discussions.
• Post one substantial message (substantial is a minimum of 250 words) in each discussion forum at any time during the week in which that forum is scheduled. (If two forums are scheduled during the same week, then one message must be posted in each forum.)

• More credit will be given for original substantial messages that are posted no later than Wednesday of the week they are due. This is to encourage students to post early in the week, which will help generate a better class discussion within each forum.

• If no substantial messages are posted on time in a forum, it will not be possible to earn 100% for that forum. A small number of messages that are not substantial but do say more than “I agree” or “Good Post!” And are more than 1 or 2 sentences in length will earn some part credit, but not very much.

**Academic Honesty & Plagiarism**

• Students are expected to respect and uphold the standards of honesty in submitting written work to instructors. Though occurring in many forms, plagiarism in essence involves the presentation of another person’s work as if it were the work of the presenter.

• Any cheating or plagiarism will result in disciplinary action to be determined by the instructor based on the severity and nature of the offense. It is the student’s responsibility to review the College’s policy on Academic Honesty.

**Special Needs**

• If you have any special needs or requirements pertaining to this course, please discuss them with the instructor early in the term.

• If you have special needs as addressed by the Americans with Disabilities Act (ADA) and need assistance, please notify the Office for Students with Disabilities at 305-809-3292 via email at: karla.malsheimer@fkcc.edu or the course instructor immediately.

• Reasonable efforts will be made to accommodate your special needs.

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Students are expected to familiarize themselves with FKCC Policies, which can be found in the current Student Handbook.