**BA260: ENTREPRENEURSHIP &**

**SMALL BUSINESS MANAGEMENT**

**Fall Term 2020 Syllabus, CRN 22549**

**Instructor:**  Emily Dray **Email:** draye@linnbenton.edu

**Office Hours**: By appointment only. Phone or Zoom. **Office:** T-101

**Optional Zoom Meetings:** Wednesdays 6:00pm - 7:50pm

**Course Overview:** Focuses on the entrepreneurial phases associated with the start-up and management of small business. This course will teach future entrepreneurs and managers to recognize opportunities and to use effective entrepreneurial and small business management practices.

**Prerequisite:** BA 101 Introduction to Business with a minimum “C” grade. (Negotiable)

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**Optional Text:** **Entrepreneurship.** Laverty & Little. Publisher: OpenStax. ISBN-10: 1-947172-70-0 or ISBN-13: 978-1-947172-70-8

Free and accessible at <https://openstax.org/details/books/entrepreneurship>

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**Course Outcomes**:

Students will:

1. List and discuss the characteristics of successful entrepreneurs.
2. Analyze new business opportunities that exist in the marketplace.
3. Evaluate the feasibility of pursuing an opportunity that has been recognized.
4. Develop a business plan that includes both conceptual and technical components.
5. Identify and discuss obstacles to entrepreneurial success.
6. Identify the resources and financing necessary to start an entrepreneurial venture.
7. Discuss organizational characteristics and best management practices for start-up companies.

**Skill Objectives:**

At the end of this course, students will be able to demonstrate:

1. Responsibility for their own learning.
2. Working to deadlines.
3. An ability to work effectively in groups to deliver a completed project.
4. The use of technology.
5. Communication in a variety of styles.
6. Creativity.

**Weekly Schedule:**

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| **WEEK** | **TOPIC** | **TEXTBOOK READINGS** | **ITEMS DUE** |
| **Week 1** | Intro to Entrepreneurship | **Chapter 1 –** The Entrepreneurial Perspective**Chapter 2** – The Entrepreneurial Journey & Pathways |  |
| **Week 2** | Business Opportunities & Ideas | **Chapter 4** – Creativity, Innovation, & Invention**Chapter 6** – Problem Solving & Need Recognition Techniques |  |
| **Week 3** | Effective Business Models | **Chapter 11** – Business Model & Plan | **Due Friday Oct. 9th at midnight: Moodle Quiz 1 (covers week 1 & 2 topics)** |
| **Week 4** | Industry & Competitor Analysis | **Chapter 5** – Identifying Entrepreneurial Opportunity | **Due Friday, Oct. 16th at midnight: Concept Statement (email directly to instructor)** |
|  | Business Plan Groups |  | **Small Group meetings via Zoom. Instructor will email further information.** |
| **Week 5** | Human Capital | **Chapter 12** – Building Networks & Foundations |  |
|  | Ethical & Legal Foundations | **Chapter 3 –** The Ethical & Social Responsibilities of Entrepreneurs | **Due Friday Oct. 23rd at midnight: Moodle Quiz 2 (covers week 3 & 4 topics)** |
| **Week 6** | Business Accounting  | **Chapter 9**  - Entrepreneurial Finance & Accounting |  |
|  | Financing & Intellectual Property | **Chapter 14** – Fundamentals of Resource Planning | **Due Friday Nov. 6th at midnight: Moodle Quiz 3 (covers week 5 & 6 topics)** |
| **Week 7** | **Midterm** |  | **Due: Friday Nov. 13th at midnight via Moodle** |
| **Week 8** | Marketing | **Chapter 8** – Entrepreneurial Marketing & Sales |  |
| **Week 9** | Planning & Strategies for Future Growth | **Chapter 15** – Next Steps**Chapter 10 –** Launch for Growth to Success | **Due Friday Nov. 20th at midnight: Moodle Quiz 4 (covers week 8 topics)** |
| **Week 10** | Small Group check-ins | **Chapter 7** – Telling Your Entrepreneurial Story & Pitching the Idea | **Due Friday Dec. 4th at midnight: Moodle Quiz 5 (covers week 9 & 10 topics)** |
| **Week 11** | **Final Group Presentations** |  | **Schedule your 20-minute group presentation for either Dec 7th, 8th, or 9th between 6:00 – 8:00 pm**  |
| **Week 12** | **Just kidding! There is no week 12…** | **Enjoy your holiday break!**  | **Have fun, enjoy time with family & friends (at a distance…)** |

**Quizzes bi-weekly (5 total) due weekly on Fridays at midnight. You will have 1.5 hours to complete each quiz.**

**Grading:** A = 90-100%, B = 80-89.9 %, C = 70-79.9 %, D = 60-69.9 %, Fail = below 60%.

Grades are not ‘given’ by the instructor. Grades are earned by complying with the grading methods above. An incomplete grade can only be given by negotiation and with 70 % of the course work submitted. If an opportunity for extra credit arises, I will announce it to the class.

**Assessment Methods :**

Online Quizzes 40%

Mid-term 15%

Small business news 5%

Presentation (includes peer group assessment) 20%

Term Paper: Business Plan (4 pages per person, single spaced) 20%

**TOTAL (Tentative) 100%**

**Please note: The assessment methods are in percentages. Your points at the end of this class will be calculated as a percentage of 1000 points.**

**Teaching Methods:**

A variety of instructional methods to attempt engagement and meet a range of learning styles. These methods include lecture, discussion, team activities, case studies, guest speakers and videos. Students are expected to contribute to the learning of self and others in a laboratory/workshop style. As employers request that our graduates have the skills to work in groups there will be group work in this class. If you want a class where the instructor talks for the duration and you do not have to be engaged, this class might not be for you.

Although this is a classroom-based course, there is an online component through LBCC’s Moodle software. You will receive instruction and support to be able to use Moodle.

**1) Online Quizzes (40%)**

1.1 As your homework assignment, you will be expected to complete **open book, online quizzes.**

1.2 You have 90 minutes within one week to complete each quiz after you start it. It is important that you familiarize yourself with the lecture contents before attempting the quiz as there is little time to look up answers. As the quizzes are partly an exercise in completing work to deadlines, there are no late submissions under any circumstances (unless there is a problem with the quiz software (Moodle) that can be verified by the LBCC Moodle administrator. My advice is to complete the quiz earlier rather than later in the week when family or computer problems may arise unexpectedly. If you are having problems getting into the quiz then you must contact me before the closure deadline. Contacting me afterwards suggests the quiz has been missed.

1.3 The web site for testing is called Moodle. All student activity on Moodle is tracked and time/date stamped. Software records and/or instructor word is final.

1.4 At any time during the course, if you want to know whether there is a quiz currently on line, go on the course website on Moodle and under ‘Announcements’ you will see which quizzes are currently open and also when the quizzes close.

1.5 The answers to the quizzes will be published after the weekly deadline.

1.6 The quizzes are intended to ensure you comprehend the lectures and material.

1.7 You will be able to drop your lowest quiz score.

1.8 Please check your grades weekly and address any issues before the course ends.

**2) Midterm (15%)**

2.1 The midterm will consist of 50 multiple-choice questions and will be open book, open note. Cellphones, laptops, and other electronic devices are not allowed to be used for the midterm. Students are expected to bring printed or hand-written notes.

**2) Presentations and Peer Group Assessment (20%)**

3.1 During the course you are asked to give a **group** presentation of a business plan.

3.2 Every student must participate in the preparation and delivery of the presentation.

3.3 Each presentation will be a minimum of 10 and a maximum of 20 minutes. Groups for the presentations will be formed around week 4.

3.4 It is your responsibility to manage your role in the group process.

3.5 Documentation should be kept of group rules and meetings, etc.

3.6 From the 200 points available:

Within each group, 100 points will be awarded to each group member by each group member. This process is confidential. 100 points will be awarded by the instructor in accordance with criteria agreed in class.

3.7 If a student misses the presentation without notifying me before hand, then there can be no makeup. If you cannot make the presentation, then notify me ahead of time and we can reschedule your part.

3.8 Presentations take place during week 11 (Finals week). Your attendance during all group presentation sessions is calculated into your grade for the presentation assignment.

**4) The Small Business News (5%)**

4.1 The goal of this assessment is to ensure that students are tracking the news as it pertains to entrepreneurship and small business management. Please be mindful of this objective. My objective is not to inconvenience you by requiring you to bring news every week. Leaving class to go to the computer lab to print an article off or, pulling up a news article from a laptop or cell phone means the student is not prepared for class and has not been reading the news as it pertains to small business.

4.2 You can expect to be randomly chosen twice during the term to present the business news. Each presentation of the news carries 2.5 % towards your end of course grade.

4.3 If you do not have any news to present, say “pass.” You must forfeit the points available for presenting the business news on that day. There can be no make-up.

4.4 When you are chosen I want you to tell the class (from where you are seated) about some business news that impacts entrepreneurship and/or small business, preferably from **a recent headline**. Your news article should be dated (not by the student and not the date that it was printed by the student). I will demonstrate how the business news works in the first week of term appropriately.

4.5 You must bring a **printed copy** of a small business news article to class for credit.

The pertinent points must be **highlighted and must have an article print date.**

4.6 Your news should last between **1 - 2 minutes.**

4.7 Familiarize yourself with your news article before class because the news should be **presented, not read.**

4.8Students are chosen to present at random. It might be that you are not asked to present the news until late in the course. This is quite normal. If you are chosen early in the course, it does not mean that you will not be asked to present until much later in the course. Always have a copy of the small business news on hand.

**6) Term paper (20%)**

One printed copy of your participation to the group’s business plan should be given to me **before the presentation**. This copy represents your final paper. Your contribution to the plan should be clearly identified with your name. **Your individual contribution should be 4 pages, not including diagrams, tables etc; single-spaced, 12-point font, Times New Roman font only.** Pictures should not be generic but should be relevant to your business. Your names should be printed on your group’s plan and it should not be submitted as loose leaf, unstapled papers. Please follow the rubric for this assignment to ensure that you understand the grading criteria.

**7) Academic Integrity**

Any work submitted in this course for academic credit must be entirely your own work. You are encouraged to study together and to discuss information and concepts covered in lecture and the sections with other students. You can give "consulting" help to or receive "consulting" help from other students. However, this should never involve one student having possession of a copy of all or part of work done by someone else. Should copying occur, both the student who copied work from another student and the student who gave material to be copied will both automatically receive a zero for the assignment. Penalty for violation of this code can also be extended to include failure of the course and college disciplinary action.

**Request for Special Needs or Accommodations**

Direct questions about or requests for special needs or accommodations to the LBCC Disability Coordinator, RCH-105, 6500 Pacific Blvd. SW, Albany, Oregon 97321, Phone 541-917-4789 or via Oregon Telecommunications Relay TTD at 1-800-735-2900 or 1-800-735-1232. Make sign language interpreting or real-time transcribing requests 2-4 weeks in advance. Make all other requests at least 72 hours prior to the event. LBCC will make every effort to honor requests. LBCC is an equal opportunity educator and employer.

**LBCC Comprehensive Statement of Nondiscrimination**

LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, gender, gender identity, marital status, disability, veteran status, age, or any other status protected under applicable federal, state, or local laws. For further information see Board Policy BP-1015. Title II, IX, & Section 504: Scott Rolen, CC-108, 541-917-4425; Lynne Cox, T-107B, 541-917-4806, LBCC, Albany, Oregon. To report: linnbenton-advocate.symplicity.com/public\_report