**BA260 – Entrepreneurship and Small Business**

**Online**

**Fall 2023, Starts September 25, 2023**

***CRN 26039***

**Instructor:** Ashley Hogan **Required Materials:**

**Office:** SSH217A and zoom 1. Access to Connect on mhedcuation.com

**Office Hours:** Zoom by Appointment 2. **Text: Entrepreneurship.** Publisher:

Or 3-5PM on Tuesdays in office Openstax [Entrepreneurship - OpenStax](https://openstax.org/details/books/entrepreneurship)

**E-mail:** hogana@linnbenton.edu 3. We will use MOODLE in this class.

**Prerequisite:** None

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

**Outcomes:** Upon successful completion of this course, students will be able to:

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

**Syllabus: When referring to the syllabus you should access it by Moodle in case there are changes.** This syllabus and outline are a guide and not a contract. They can change during the term as I attempt to provide the most compelling and useful learning experience possible. If things do not make sense, please email. As changes are made, I will do my best to address them in the discussion board on Moodle. However, you must check the syllabus at least once a week for course updates in Moodle.  Not reading the most recent syllabus does not constitute a valid excuse for missing a milestone.

**Behavior and Expectations:** By signing up for this class, the student is agreeing to manage their own learning. Part of this responsibility is managing their own time and their role in a group assignment. It is the student’s responsibility to keep on top of homework assignments, announcements, handouts and note taking.

**Grading:** Final course grades will be determined based on the following point system:

| Chapter Quizzes (20 points each) | 300 |
| --- | --- |
| Discussion Boards (10 points each) | 110 |
| Term Project | 400 |
| Peer Assessment | 50 |
| **TOTAL** | **860** |

(90% <= A <=100%), (80% <= B < 89%), (70% <= C < 79%), (60 % <= D < 69%), or (F < 59%)

Total points earned will not be rounded-up to establish final grades.

Remember: Students who are unable to successfully complete the course should withdraw, by submitting the proper paperwork, prior to the end of the seventh (7th) week of class.

**Chapter Quizzes (34.8%):** A quiz will be given on each chapter via Moodle. All registered students have automatic access to Moodle. Check your email from Moodle and follow the instructions. Contact your instructor if you have any issues after the first day of school via email. The opening and closing times for each quiz are listed for each. A missed quiz may not be made up.

**Discussion Boards (12.8%):** To earn points for the discussion board, students must make 2 posts. One post with your own thoughts responding to the discussion questions. The second post is to respond to at least one other student’s post. Full points are possible only when professional responses are used. This includes responses of substance by stating what you agree or disagree with regarding the posting and, in some way, advance the discussion. Responses limited to ‘Good Job’ or ‘Way to go’ etc are not considered substantive responses. This includes spelling and grammar checks and citation of any sources used. You may respond late, but a penalty of one point lost per week.

**Term Project (46.5%):** During week one, the term project will be laid out with a suggested timeline for completing each element. Weekly videos are posted for the suggested section of the project to be completed. The due date of this project is Thursday, December 7th. Late projects will not be accepted. You will be assigned a project partner. This is your in-class person to bounce ideas off, ask advice of and keep you on track. You are also responsible for doing the same for that person.

**Peer Assessment (5.8%):** The peer evaluations are prepared by the members of each respective team. You will review how your partner performed as well as how you performed as a partner. Peer evaluations will be prepared and submitted to the Instructor anonymously during Finals week. The authorship of all peer evaluations will remain confidential. Full participation by each student will be an important determinant of your success.

**Tutoring Help:** The Learning Center provides free services designed to boost your college knowledge so that you can achieve the test scores, grades, and goals you want. Through the Learning Center, you can access [Tutoring](https://www.linnbenton.edu/student-services/library-tutoring-testing/learning-center/tutoring/index.php), [Academic Coaching](https://www.linnbenton.edu/student-services/library-tutoring-testing/learning-center/academic-coaching/index.php), the [Writing Center](http://www.linnbenton.edu/writing-center), [Math Support](https://www.linnbenton.edu/student-services/library-tutoring-testing/learning-center/math-support.php), the [Science Help Desk](https://www.linnbenton.edu/student-services/library-tutoring-testing/learning-center/science-support.php), and [English Language Support](https://www.linnbenton.edu/student-services/library-tutoring-testing/learning-center/language-support.php).  [Visit the Learning Center website to learn more.](https://www.linnbenton.edu/student-services/library-tutoring-testing/learning-center/index.php)

**Veterans:** Veterans and active duty military personnel with special circumstances are welcome and encouraged to communicate these, in advance if possible, the instructor.

**Accessibility Resources:** LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodations through Accessibility Resources and would like to use your accommodations in the class, please talk to your instructor as soon as possible to discuss your needs. If you believe you may need accommodations but are not yet registered with Accessibility Resources, please visit their website at [www.linnbenton.edu/accessibilityresources](https://www.linnbenton.edu/student-services/accessibility/index.php) for steps on how to apply for services or call (541) 917-4789.

**Basic Needs Statement:** Any student who has difficulty affording groceries or accessing sufficient food to eat everyday, or who lacks a safe and stable place to live, and believes that may affect their performance in this course, is urged to contact the Roadrunner Resource Center for support (resources@linnnbenton.edu, or visit [www.linnbenton.edu/RRC](http://www.linnbenton.edu/RRC) under Student Support for Current Students). This office can help students get connected to resources to help. Furthermore, please notify the professor if you are comfortable in doing so. This will enable me to provide any resources that I may possess.

**Academic Integrity:** Students are expected to follow College policies regarding academic integrity as articulated in the Students Rights and Responsibilities Handbook http:www.linnbenton.edu/studentrights/standards.html. If you are found to be involved in academic dishonesty (cheating, plagiarism, etc.), you will receive an F in the course.

**LBCC Comprehensive Statement of Nondiscrimination:** LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, marital status, disability, veteran status, age, or any other status protected under applicable federal, state, or local laws. For further information

[h](http://po.linnbenton.edu/BPsandARs/1015%20-%20Nondiscrimination%20Policy.pdf)[ttp://po.linnbenton.edu/BPsandARs/1015%20-%20Nondiscrimination%20Policy.pdf](http://www.google.com/url?q=http%3A%2F%2Fpo.linnbenton.edu%2FBPsandARs%2F1015%2520-%2520Nondiscrimination%2520Policy.pdf&sa=D&sntz=1&usg=AFQjCNFujEOThsWcThv2M10GjXsZuS269A)

**Emails:** LBCC faculty are discouraged from communicating with students through emails that are not your LBCC email. For this reason, all links for this class are set up to be accessible through your LBCC email. If a document requires you to get permission to view, make sure you are logged into your LBCC email before emailing me. I will not respond to emails requesting permission to view documents from emails other than your LBCC email. If you are an OSU student who is dual enrolled with LBCC, I strongly encourage you to forward your LBCC email to your OSU email. By doing this, you are less likely to miss information because you forgot to check your LBCC email.

**Course Outline:**

Week One (09/25/2023): Class introduction, Term Project introduction and Chapter One: The Entrepreneurial Perspective. Syllabus quiz, Chapter One Quiz and Discussion Board One due on Sunday (10/01/2023) at 11:59PM.

Week Two (10/02/2023): Chapter Two: The Entrepreneurial Journey and Pathways and Term Project Partners selected. Chapter Two Quiz and Discussion Board Two due on Sunday (10/08/2023) at 11:59PM.

Week Three (10/09/2023): Chapter Five: Identifying Entrepreneurial Opportunities. Chapter Five Quiz and Discussion Board Three due on Sunday (10/15/2023) at 11:59PM.

Week Four (10/16/2023): Chapter Three: The Ethical and Social Responsibilities of Entrepreneurs and Chapter 4: Creativity, Innovation and Invention. Chapter Three Quiz, Chapter Four Quiz and Discussion Board Four due on Sunday (10/22/2023) at 11:59PM.

Week Five (10/23/2023): Chapter 6: Problem Solving and Need Recognition Techniques and Chapter Seven: Telling Your Entrepreneurial Story and Pitching and Idea. Chapter Six Quiz, Chapter Seven Quiz and Discussion Board Five due on Sunday (10/29/2023) at 11:59PM.

Week Six (10/30/2023): Chapter Eight: Entrepreneurial Marketing and Sales and Chapter Nine: Entrepreneurial Finance and Accounting. Chapter Eight Quiz, Chapter Nine Quiz and Discussion Board Six due on Sunday (11/5/2023) at 11:59PM.

Week Seven (11/06/2023): Chapter Ten: Launch for Growth to Success and Chapter 11: Business Model and Plan. Chapter Ten Quiz, Chapter Eleven Quiz and Discussion Board Seven due on Sunday (11/12/2023) at 11:59PM.

Week Eight (11/13/2023): Chapter Twelve: Building Networks and Foundations and Chapter Thirteen: Business Structure Options: Legal, Tax and Risk Issues. Chapter Twelve Quiz, Chapter Thirteen Quiz and Discussion Board Eight due on Sunday (11/19/2023) at 11:59PM.

Week Nine (11/20/2023): Chapter Fourteen: Fundamentals of Resource Planning. Chapter Fourteen Quiz and Discussion Board Nine due on Sunday (11/26/2023) at 11:59PM.

Week Ten (11/27/2023): Chapter Fifteen: Next Steps. Chapter Fifteen Quiz and Discussion Board Ten due on Sunday (12/03/2023) at 11:59PM.

Finals Week (12/04/2023): Term Project, Peer Review and discussion board eleven due THURSDAY (12/07/2023) at 11:59PM.

**Syllabus Quiz:** There is a syllabus quiz in week one of Moodle that is extra credit. You will find the answers in the Syllabus Audio Overview located in the General section of Moodle.