

BA 260

Entrepreneurship and Small Business Management

Winter 2016

Instructor: Chad Bordes	Office Hours: T/R 13:00- 14:00
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REQUIRED TEXT, INTEGRATED ENROLLMENTS, AND MATERIAL:

Entrepreneurship, Successfully Launching New Ventures, 5th Edition by Barringer and Ireland; published by Pearson.

(The LBCC offers this text bundled with access to Pearson's MyBizLab. **Neither of the bundled add-ons are required.** You may certainly purchase or rent this text from another source.)

- For technical support, call Pearson's technical support at 844-292-7015

COURSE DESCRIPTION:

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, Business 101, with a minimum "C" grade.

COURSE OBJECTIVES:

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 a specific business opportunity
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

INSTRUCTION METHOD:

A variety of instructional methods to 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. If you want a class where the instructor talks for

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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. The class is highly interactive.

STUDENT RESPONSIBILITIES:

Each student is accountable for both individual and significant contribution to work group assignments. A student can demonstrate accountability by attendance, punctual completion of all class assignments (reading, written assignments, quizzes, and the student's individual contribution to the work group assignments

INSTRUCTOR RESPONSIBILITIES:

The instructor is accountable for establishing a learning climate that encourages trust, respect and support. The instructor will deliver theoretical content, synthesize information when needed, and encourage students to explore and apply the content of their learning to current and future workplace settings. The instructor will guide, monitor and evaluate student progress and will be available for consultation and feedback.

ATTENDANCE:

Attendance to each class is expected and required because of the nature of the work requirements for the course. Students who are unable to successfully complete the course should withdraw in accordance to LBCC policy and dates set forth in the catalog.

CLASS SCHEDULE & IMPORTANT DATES:

Week	DATE	Reading	Quiz	TOPICS COVERED & ASSIGNMENTS
1	January 10, 2017			Introductions & Course orientation.
	January 12, 2017	Chapter 1		Work Group, Hanout 1 Small Business Resources
2	January 17, 2017	Chapter 2	Quiz 1 Closed 13:00	Work Group Idea Generation, Target Customer
	January 19, 2017	Chapter 3	Quiz 2 Closed 13:00	Lecture, Work Group Case
3	January 24, 2017	Chapter 4	Quiz 3 Closed 13:00	Lecture, Work Group Case
	January 26, 2017	Chapter 5	Quiz 4 Closed 13:00	Lecture, Work Group Case
4	January 31, 2017	Chapter 6	Quiz 5 closed 13:00	Lecture, Work Group Case
	February 2, 2017	Chapter 7	Quiz 6 Closed 13:00	Lecture, Work Group Case
5	February 7, 2017	Chapter 8	Quiz 7 closed 13:00	Lecture, Work Group Case
	February 9, 2017	Chapter 9	Quiz 8 closed 13:00	Lecture, Work Group Case
6	February 14, 2017	Chapter 10	Quiz 9 Closed 13:00	Lecture, Work Group Value Added Marketing
	February 16, 2017	Chapter 11	Quiz 10 Closed 13:00	Lecture, Work Group Value Added Marketing
7	February 21, 2017	Chapter 12	Quiz 11 Closed 13:00	Lecture, Work Group Case
	February 23, 2017	Chapter 13	Quiz 12 Closed 13:00	Lecture, Work Group Case
8	February 28, 2017	Chapter 14	Quiz 13 Closed 13:00	Work Group Challenges of Growth

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	March 2, 2017			Lecture, Work Group Case
9	March 7, 2017	Chapter 15	Quiz 14 Closed 13:00	Lecture, Work Group Case
	March 9, 2017			Lecture, Work Group Case
10	March 14, 2017		Quiz 15 Closed 13:00	Work Group Business Plan Presentations
	March 16, 2017			Presentations start today 2:00pm
11	March 21, 2017			Presentations today: 4:30pm to 6:30pm

EVALUATING STUDENT LEARNING:

Item	% of Final Grade	Points
Online Quizzes	55%	550
Participation Points	10 %	100
Presentation (includes peer group assessment)	20 %	200
Small Business News	5 %	50
Term Paper (Business Plan)	10 %	100
Total	100 %	1000

Please Note: The assessment methods are in percentages. Your points at the end of the class will be calculated as a percentage of 1000 points. There is an absolute 1% grade reduction for each absence. Additionally, a sixth absence shall result in an automatic course grade of "F" for material non-participation.

GRADING:

Grades are not 'given' by the instructor. Grades are earned by complying with the grading methods above. What is earned constitutes 'where one lands' in the grading scale above. No makeups or extra credit.

A 100 – 90%	B 89 – 80%
C 79 – 70%	D 69 – 60%
F Below 60%	

Note: Punctual, regular attendance is an essential element of your success in BA 260 from start to finish. If you are late, you will be deducted 2.5 points. An absence will cost you 5 points. This means on days you are late to my class, you will owe me 2 participation points to make up for the loss. No Extra Credit

Attendance will be taken on a regular basis, as students will be involved in an ongoing Group Business Plan Project and every absence diminishes the quality of the final Business Plan Summary, and will also diminish the quality of your group's Business Plan Presentation. Each student is expected to assume responsibility for their fair share of the Group Business Plan Project..

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In Week 10, following the presentation of Group Business Plans, each student will complete an anonymous evaluation of their group peers. **Students who will not be able to successfully complete this course should withdraw prior to the end of the seventh (7th) week of the term to avoid receiving a failing grade.**

1. Online Quizzes (55%)

- 1.1. As your homework assignment, most weeks you will be expected to complete open book, online quizzes.
- 1.2. You have 30 minutes within one week to complete each quiz after it becomes live. It is important that you familiarize yourself with the chapter contents before attempting the quiz as there is little time to look up answers in the text. 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.
- 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 'Track the course here.' 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 read the text. My lectures and class contributions might save you some time in reading and preparing for the quizzes, but they are by no means a substitute. Read the text.
- 1.7. **Please check your LBCC email for quiz notifications and reminders**
- 1.8. Please check your grades weekly and address any issues before the course ends

2. Presentations and Peer Group Assessment (20%)

- 2.1. During the course you are asked to give a **group** presentation of a business plan.
- 2.2. Every student must participate in the preparation and delivery of the presentation.
- 2.3. Each presentation will be a minimum of 10 and a maximum of 20 minutes. I will be forming the groups for the presentations around week 3.
- 2.4. It is your responsibility to manage your role in the group process.
- 2.5. Documentation should be kept of group rules and meetings etc

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2.6. From the 200 points available:

2.6.1. Within each group, 100 points will be awarded to each group member by each group member. This process is confidential

2.6.2. 100 points will be awarded by the instructor in accordance with criteria agreed in class

2.7. 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.

2.8. Presentations are last session of week 10 and Tuesday of week 11 (Finals day).

2.9. The finals schedule is designed so there are no clashes with other classes. If another instructor decides to reschedule their final to a time that clashes with mine, then it is the student's responsibility to reschedule their final with that instructor and not me.

2.10. **Final schedule:** <https://www.linnbenton.edu/finals-schedule>

3. The Small Business News (5%)

3.1. 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 aim is not to trick you by asking you to present if you forgot to bring any business news to share with the class. My objective is not to inconvenience you by requiring you to bring news every week. The bottom line is, no news means not prepared, means no credit. 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.

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

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

3.4. 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 from the **current or previous week's headlines**. Your news should be dated appropriately. I will demonstrate how the business news works in the first week of term.

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

3.5.1. The pertinent points must be **highlighted and the article dated**

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

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

3.8. Students 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 from present or previous week.

4. Participation Points (10%)

4.1. During the term I will be giving the opportunity for each student to earn participation points.

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The points will be earned for contributing to the class by being prepared, participating in role plays, activities, and discussions etc.

- 4.2. **You will need to be present at roll call and at the end of class** in order to qualify. Participation points cannot be earned if the student is not in attendance. Participation points are not attendance points.
- 4.3. Participation points may include the submission of a small business news article.
- 4.4. Participation points are not given when repeated cell phone use in class is apparent
- 4.5. **Note:** When I calculate grades at the end of term, the participation points often make the difference between grades. In other words, you will need to be in class to get the points from participation to maximize the possibility of earning a good grade.
- 4.6. My process for recording participation points is simple. I call the student's name, the student answers. No answer means the student is not in the classroom. **The instructor records are final**
- 4.7. If the student misses 50 % of the participation points then they are deemed to be not participating in the class. It is the student's responsibility to track their own participation points. Would you have surgery with a surgeon who only participated in class 50% of the time or less?

5. Term paper 10%

- 5.1. 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.

By signing up for this class, the student is agreeing to manage their own learning. Part of this responsibility is attending during class times. If you cannot be in class on a certain day, it is the student's responsibility to keep on top of any homework assignments, announcements, handouts and note taking. I do not need to be informed of any absences, **If you miss 6 classes you will automatically receive an "F" for material non participation. You will be free to withdraw from the class before week 7. No exceptions. Please do not ask for an incomplete if you did not withdraw in time.**

Thank you for being respectful of our learning environment by not texting in class.

Do not arrive late. My rule is early is early is preferred, on time is late, and late is unacceptable. Respect your fellow classmates by arriving early and leaving class on time. Leaving my class early in lieu of a Doctor's note will be the same as not showing up. You will be marked absent.

Summary:

- **How to be successful in my class**
 - Come to class regularly
 - Arrive early and leave on time
 - Do the homework to deadline, (earlier rather than later)

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- I will usually give you assignments that I want you to work on. You may start in class and finish outside of class. Collaboration is key. Make sure you note who did what
- Be a good group member
- Don't be a 'check in' student - to be discussed in class
 - Be Present

The college is committed to fostering a learning environment characterized by excellence in instruction and best practices in disability accommodation. We comply with local, state and federal law regarding students with disabilities, including Section 504 of the Rehabilitation Act and the Americans with Disabilities Act (ADA). The law requires that no qualified student may be discriminated against based on disability and every student with a disability must be provided reasonable accommodations and an opportunity to participate fully in all activities and programs for which they are qualified with or without accommodation

Sorry all this sounds a bit formal but we must establish the ground rules before we proceed. Always remember that I'm on your side. **I'm always available during office hours to discuss anything that you do not understand. I do not care how many times you ask the same question or ask for help.**

SPECIAL ACCOMMODATIONS:

You should meet with your instructor during the first week of class if:

- You have a documented disability and need accommodations,
- Your instructor needs to know medical information about you, or
- You need special arrangements in the event of an emergency.

If you have not accessed services and think you may need them, please contact the LBCC Center for Accessibility Resources office at 541-917-4789.

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<http://po.linnbenton.edu/BPsandARs/>)

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