

BA 260. Winter 2022
ENTREPRENEURSHIP/ SMALL BUSINESS MANAGEMENT

Instructor: Ian Priestman

Class: Asynchronous. No mandatory meeting.

Email: priesti@linnbenton.edu

STUDENTS SHOULD ENGAGE DAILY WITH THE COURSE.

Zoom meeting (not mandatory) 3 - 4pm Monday in zoom meeting room

<https://linnbenton.zoom.us/j/117682848>. I will go over the weekly work

If I do not hear from you I will assume everything is okay by you! The end of the course might be too late to address your problem

MIDTERM. SAVE THE DATE. 2/8. NO SHOW=NO GRADE

Course Name. BA 260 ENTREPRENEURSHIP/ SMALL BUSINESS MANAGEMENT
Credits 4

Course Materials:

Text: Entrepreneurship. Publisher: Openstax

<https://openstax.org/details/books/entrepreneurship>

Hardcover:

ISBN-10: 1-947172-69-7 **ISBN-13:** 978-1-947172-69-2

Digital:

ISBN-10: 1-947172-70-0 **ISBN-13:** 978-1-947172-70-8

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.

Student Learning 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.

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 any homework assignments, announcements, handouts and note taking. Students do this by:

ENGAGING DAILY TO STAY ON TOP OF THE COURSE.

No grades can be given without evidence that an assignment was completed. Moodle time stamps student interactions with the program

GRADING METHODS

1) Online Quizzes

- 1.1 As your homework assignment, most weeks you will be expected to complete **open book, online quizzes (plural)**
- 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 lecture contents before attempting the quiz as there is little time to look up answers. **You have to prepare ahead of time by reading and absorbing the material.** 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 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 deadline. It need not be a complicated if you are unwell. An email to priesti@linnbenton solely with the letter X in it will suffice.

Contacting me afterward the deadline suggests the quiz has been missed.

- 1.3 The web site for testing is called Moodle. Moodle reports 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 from here' discussion board on moodle and you will see which quizzes are currently open and also when the quizzes close. **You will not be expected to take a quiz if we have not covered the topic or if it is not mentioned in 'Track the course from here'**
- 1.5 The answers to the quizzes will be published after the weekly quiz deadline.
- 1.6 You will be able to drop your lowest quiz score
- 1.7 Please check Moodle and your LBCC email for quiz notifications and reminders
- 1.8 Please check your grades weekly and address any issues before the course ends

2) Group Assignment and Peer Group Assessment

- 2.1 Your group will write a business plan (for a new business) to be sent to Moodle near the end of the course.
- 2.2 Every student must participate in the group assignment. **Students must not 'go their own way' on the group assignment. Group work requires a different skill set to individual assignments**
- 2.3 I will be forming the groups around week 3
- 2.4 It is your responsibility to manage your role in the group process. THIS DOES NOT INCLUDE ANY ACTIONS THAT INVOLVE OTHERS WITHOUT INSTRUCTOR APPROVAL e.g. changing groups, isolating and ignoring group members
- 2.5 Documentation should be kept of group rules and meetings etc
- 2.6 From the 300 points available:

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

200 points will be awarded by the instructor

3. Individual assignment (term paper).

This assignment will be written around the outcomes of this course and will prove that all outcomes have been met. Students will give examples, fictional or real, of their experiences in meeting the outcomes. The grading rubric will be supplied later in the course

GRADING :

Online Quizzes	50%
Mid term: Multiple choice open book	10
Group Assignment Final submission	20
First submission	5
Second submission	5
Peer group assessment	10
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.

Grades: A = 90-100%, B = 80-89.5 %, C = 70-79.5 %, D = 60-69.5 %, Fail = below 60%.

Please do not declare the grade ‘you need’ from this class. 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. One rarely gets second chances in business ...and the stakes in business can be high. An incomplete grade can only be given by negotiation and with 70 % of the course work submitted. Grades are not intended to be a starting point for negotiations for a better grade

Changes to the Syllabus

LBCC reserves the right to change the contents of this syllabus due to unforeseen circumstances. You will be given notice of relevant changes in class, through a Moodle Announcement, or through LBCC e-mail.

Class Schedule: Please see the class homepage on moodle

College Policies:

LBCC Email and Course Communications

You are responsible for all communications sent via Moodle and to your LBCC email account. You are required to use your LBCC provided email account for all email communications at the College. You may access your LBCC student email account through Student Email and your Moodle account through Moodle.

Statement of Inclusion

To promote academic excellence and learning environments that encourage multiple perspectives and the free exchange of ideas, all courses at LBCC will provide students the opportunity to interact with values, opinions, and/or beliefs different than their own in safe, positive and nurturing learning environments. LBCC is committed to producing culturally literate individuals capable of interacting, collaborating and problem-solving in an ever-changing community and diverse workforce.

Title IX Reporting Policy

If you or another student are the victim of any form of sexual misconduct (including dating/domestic violence, stalking, sexual harassment), or any form of gender discrimination, LBCC can assist you. You can [report](#) a violation of our sexual misconduct policy directly to our Title IX Coordinator. You may also report the issue to a faculty member, who is required to notify the Coordinator, or you may make an appointment to speak confidentially to our Advising and Career Center by calling 541-917-4780.

Public Safety/Campus Security/[Emergency Resources](#):

In an emergency, call 911. Also, call LBCC Campus Security/Public Safety at 541-926-6855 and 541-917-4440. From any LBCC phone, you may alternatively dial extension 411 or 4440. LBCC has a [public safety app](#) available for free. We encourage people to download it to their cell phones. Public Safety also is the home for LBCC's Lost & Found. They provide escorts for safety when needed. Visit them to learn more.

CAMPUS RESOURCES

Learning Center

Resources students may use that pertain to the class. Second Floor of Willamette Hall, Albany Campus - Entrance on Courtyard side

Tel (541) 917-4684, learningcenterinfo@linnbenton.edu FREE resources for academic achievement. We provide academic support services and a comfortable place to study. Please view each service area for the times that they are staffed.

Writing Assistance

<https://www.linnbenton.edu/current-students/study/learning-center/writing-assistance/>

Library

<https://library.linnbenton.edu/>

Computers and printing available. Help desk

Tips for Success in this Class

Come to class regularly

Arrive and leave on time

Do the homework to deadline, (earlier rather than later)

Be a good group member

Don't be a 'check in' student - to be discussed in class

Request for Special Needs or Accommodations (CFAR)

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

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.**

Best
Ian