

**Syllabus BA 260 ENTR / SBM**  
**Linn Benton Community College**

**Course Name, Number, & Section**

BA 260 Entrepreneurship / Small Business Management - CRN 26653

**Class Meeting Time**

12:30pm - 2:20pm Tuesdays and Thursdays following the Linn Benton calendar.

**Class Meeting Place & Location**

Benton Center, Corvallis, OR  
Room - BC 204

**Instructor Name, & Contact Information**

Josh Bennett  
bennetj@linnbenton.edu

**Course Information & Description**

This course identifies the methods for developing a business idea, starting a business, acquiring resources, and writing a business plan.

**Course Content**

- Entrepreneurial opportunities
- Determining feasibility
- Role of the business plan
- Legal issues and considerations
- Financing the venture
- Marketing the new venture
- Building the entrepreneurial organization
- E-business / e-commerce
- Real life problem solving for the new venture
- Resources for help / research / information

**Student Learning Outcomes, Goals, & Objectives**

At the end of the course, the student will be able to :

- Describe the components of a business plan
- Identify the characteristics of an entrepreneur
- Generate ideas and analyze new business opportunities and that exist in the marketplace
- Identify and discuss obstacles to entrepreneurial success
- Recognize and evaluate opportunity and risk from the perspective of an entrepreneur
- Describe effective leadership traits, organizational characteristics, and management practices in an entrepreneurial environment
- Identify resources and financing necessary to start an entrepreneurial venture

**Methods of Instruction**

Discussion, Lecture, Readings, Videos, Case Studies, Guest Speakers

## **Outside Assignments / Homework**

- Read assigned texts
- Watch assigned videos
- Review and analyze case studies
- Finish any assignments not completed in class

Students will be given classroom time to work on many of the assignments. However, several assignments will require the student to perform work outside of the normal classroom time. When this occurs, the assignments will be explained and it is expected that the students complete the homework in a timely and professional manner.

## **Further Information**

Students will work to develop their own business ideas. Students will be responsible for writing a business plan that includes marketing, advertising, and promotional, human resource-related concepts and strategies, labor and managerial guidelines and plans, accounting and bookkeeping guidelines, and analysis of which type of business model is best.

Students will be required to research ideas, to develop both short and long-term strategies that reflect a thorough understanding of economics principles and concepts. Students will be required to research legal paperwork and filing requirements including taxes, regulatory issues, intellectual property issues, and possibly present plans to a panel.

I hope this will become an interactive hands-on course which you will find challenging and engaging. I will expect that you put forth your best efforts. It is my job to teach and I will do that to the best of my ability. But keep this in mind - in school, business, life, you only get out what you are willing to put in. This class will be what you make it.

## **Office Hours**

It is advisable to make an appointment to meet with me. The office is shared and it is possible that other instructors may need the room on a specific time / day. Please send an email or speak with me in person to set up a time. If I do not see you outside of class, I will assume that everything is progressing as you desire. Do not wait until the end of the semester to see me and address an issue - it will be too late.

- Room BC 223
- Tuesday 10:30-12:20pm
- Thursdays 10:30-11:20am

## **Materials**

- Access to the internet and Google Classroom
- Pen, pencil, highlighter, or other writing instrument
- Agenda to keep all classwork organized (planner, calendar, phone app)
- Textbook (physical or electronic)
  - Entrepreneurship, Successfully Launching New Ventures (5E).
  - Authors: Barringer and Ireland.
  - Publisher: Person.
  - ISBN: 10: 0-13-379719-8 or
  - ISBN: 13: 978-0-13-379719-0

- [https://www.vitalsource.com/products/entrepreneurship-bruce-r-barringer-v9780133797411?gclid=EAIaIQobChMI8ei\\_uMuc2gIVSF9-Ch2\\_SgTiEAEYASAAEgLZM\\_D\\_BwE](https://www.vitalsource.com/products/entrepreneurship-bruce-r-barringer-v9780133797411?gclid=EAIaIQobChMI8ei_uMuc2gIVSF9-Ch2_SgTiEAEYASAAEgLZM_D_BwE)

## **Student Email Account & Instructional Technologies**

Students have a Linn Benton account and may access a variety of useful tools at: [www.linnbenton.edu](http://www.linnbenton.edu)

## **Teaching Philosophy**

I believe every student can learn. I accept the responsibility to create a learning environment conducive to optimum achievement academically, socially, and emotionally. I hold high expectations and actively pursue excellence for my students and myself.

## **Student Responsibilities and Expectations**

Students will value one another as unique and special individuals. Students will not make fun of a person's mistakes nor use sarcasm or put downs. Students will encourage each other to do their best and help one another whenever possible. Students will demonstrate respect in all facets of classroom participation. Students should take responsibility for their own learning and success. Students should demonstrate kindness, compassion, and positivity toward one another.

- You are responsible for your own learning
- Manage your time and deadlines
- Work effectively in groups and deliver quality material
- Grow in your ability to use technology
- Learn to communicate in a variety of styles

## **Participation**

Arrive on time with assignments complete. Our daily classes will include many discussions; please engage in these discussions, display respect toward classmates, and encourage one another. Be supportive of class goals and norms. It is important to demonstrate maturity and show respect for yourself and others during our classroom time. Looking at your phone for non class related information is not participating.

## **Other Daily Responsibilities**

*Restroom:*

Choose your time wisely – you will be responsible for what you missed while out of the classroom. We will take a short break, usually about the midpoint of our class time.

*Electronic Devices:*

Please keep it off and out of sight unless specifically asked to use it for academic purposes, like looking something up, or adding a deadline to a calendar.

## **Due Dates for Readings, Assignments, Tests, Projects**

Specific assignment due dates will be given to the student as the semester progresses. Assignments will be added to Google Classroom and available for students 24/7.

## **Tentative Outline**

<b>Date</b>	<b>Chapter</b>	<b>Topic</b>
October 1	1	Syllabus, Intro, Activities
October 3	1	Entrepreneurship
October 8	2	Opportunities & Ideas
October 10	3	Feasibility
October 15	4	Business Model
October 17	5	Industry / Competitor Analysis
October 22	6	Business Plans
October 24	6	Business Plans
October 29	7	Legal
October 31	8	Financial
November 5	9	Human Resources
November 7	10	Financing
November 12	11	Marketing
November 14	12	Intellectual Property
November 19	13	Growth
November 21	14	Expansion
November 26	15	Franchising
November 28	NA	Thanksgiving - no class
December 3		Presentations
December 5		Presentations
December 10		Finals Date: 2:30 - 4:20pm

## **Grading Method & Scale**

A traditional grading scale will be used. Grades are not given, they are earned. Students will receive grades on assessments and projects throughout the semester. Many of these projects will be subjective. Students' creativity, effort, participation, teamwork, and other intangibles will be highly valued. As an entrepreneur, a product or idea may fail despite your best efforts - that's ok, what's not ok is failing because you didn't put in the work to make the product or idea successful. All assignments given to a student are expected to be completed as part of the learning process and all assignments may be graded. However, all assignments may not be included in the students' final grade.

Assessments will include, but may not be limited to: Notes, Tests, Presentations, Cumulative Exams, Participation.

### *Grading scale:*

A = 90 – 100 %

B = 80 – 89 %

C = 70 – 79 %

D = 60 – 69 %

F = 0 – 59 %

## **Resources**

### *Web-based:*

Resources will be updated continually on the Google Classroom site

### *Study groups / halls*

No formal study groups will be organized, however students are encouraged to form groups and help each other succeed.

## **Attendance / Lateness Policy**

You are expected to attend each class meeting. I do not need to be notified of any absences unless there is an assignment or test on the day you are absent. The attendance policy for the class will follow the attendance policy for LBCC. You may be dropped from the course if you fail to comply with the attendance requirements.

## **Late Work Policy**

It is the responsibility of the student to ask about missed work on the day s/he returns to school. Do not expect the instructor to come to you about what you have missed. If you are absent, get the information from the website, instructor, or a classmate and turn it in asap. Absences will be considered for any work that is not turned in on specific due dates, however, late work is accepted at the discretion of the instructor. Students will have ample opportunity to complete assignments. Taking advantage of that time is the student's responsibility. Assignments turned in late and that do not follow these guidelines will NOT be accepted.

## **Missed Test Policy**

Similar to the Late Work Policy, it is the responsibility of the student to ask about missed work (including tests). Do not expect the instructor to come to you about what you have missed. You should speak with the instructor regarding missed tests.

**Extra Credit Policy**

Extra credit may be offered for specific activities given by the instructor, i.e. attending a business conference. Otherwise, extra credit will NOT be offered. Students are expected to complete the assigned course material to the best of their ability and will be graded on those assignments.

**Accessibility Policy**

LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodations through the Center for Accessibility Resources (CFAR) and would like to use your accommodations in 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 CFAR, please visit the CFAR Website for steps on how to apply for services or call (541) 917-4789.

**Statement of inclusion**

To promote academic excellence in learning environments that encourage multiple perspectives in 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 a safe, positive, and nurturing learning environment. LBCC is committed to producing culturally literate individuals capable of interacting, collaborating, and problem-solving in an ever-changing community and diverse workforce.

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.

**Title IX reporting policy**

If you or another student are the victim of any form 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 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 the LBCC campus security/public safety office at 541-926-6855 or 541-917-4440.

From any LBCC phone, he may alternatively dial extension 411 or 4440. LBCC has a public safety app available for free. You are encouraged to download it. Public safety is the home for LBCC lost and found. They also provide escorts for safety when needed.

**Syllabus Change Policy**

This syllabus is a guide for the course and the contents are subject to change due to unforeseen circumstances.