

BA260 ENTREPRENEURSHIP and SMALL BUSINESS MANAGEMENT

Spring 2015

CRN 46991

Class hours: Wed 6: 9:50 pm

Instructor: Ian Priestman Office: MKH-119 Class: Austin Hall 270

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Office hours: Mon / Wed 1 - 2pm, Tues /Thurs 1:30 - 2:15pm. One hour by appointment

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 Introduction to Business with a minimum "C" grade and CIS 125 Introduction to Software Applications.

Text: **Entrepreneurship, a Process Perspective.** Robert A. Baron, Scott A Shane. 2e. 2008. Thomson/Southwestern Publishers. ISBN: 0-324-36558-6

Course Outcomes:

Students will:

1. Identify business opportunities.
2. Evaluate environmental factors using SWOT analysis.
3. Develop a business plan that includes both conceptual and technical components.
4. Identify resources such as human, financial and facility
5. Identify strategies to promote success and increase rewards.
6. Identify obstacles to success
7. Contrast small (private) business to public organizations

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

Tentative Weekly Schedule: Please see the class homepage on moodle

Tentative Assessment Methods :

Online Quizzes	55%
Participation points	10
Presentation (includes peer group assessment)	20
Small business news	5
Term Paper (Business Plan)	<u>10</u>
TOTAL (Tentative)	100%

Grading: A = 90-100%, B = 80-89.5 %, C = 70-79.5 %, D = 60-69.5 %, Fail = below 60%. Grades are not 'given'. Grades are earned by complying with the grading methods above. What is achieved constitutes 'where one lands' in the grading scale above. No makeups or extra credit. An incomplete grade can only be given by negotiation and with 70 % of the course work submitted.

Teaching Methods: 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.

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.

1) Online Quizzes (55%) Course outcomes 4-7

- 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 '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 read the text. My lectures might save you some time in reading and preparing for the quizzes
- 1.7 You will be able to drop your lowest quiz score

2) Presentations and Peer Group Assessment (20%) Course outcomes 1-5

- 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
- 2.6 From the 200 points available:
 - 100 points will be awarded by the instructor in accordance with criteria agreed in class
 - Within each group, 100 points will be awarded to each group member by each group member. This process is confidential
- 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.

3) The Small Business News (5%)

- 3.1 The educational objectives 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 do not have 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 to get credit**.
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**.

4) Participation Points (10%)

- 4.1 During the term I will be giving the opportunity for each student to earn participation points. 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
- 4.3 **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 these tests to maximize the possibility of earning a good grade.
- 4.4 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 class room. **The Instructor records are final**

5) Term paper

- 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.

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.

This is a 4 credit class that meets one evening per week as opposed to the usual format of 2 x 2 hour sessions per week. I am contractually obliged to teach for 3 hours and 50 minutes each week for this evening class. The syllabus rewards attendance for this duration. If this time commitment is too much for you, then the 2 session per week format might be a better option. I will try to make the evening as entertaining as possible for you by using a variety of teaching styles.

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

If arriving to class late, please remember that one's entrance is likely to disturb the concentration and listening of others. Please attempt to arrive on time.

Summary: How to be successful in my 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

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.**

