

# **BA260: ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT**

## **Fall Term 2018 Syllabus, CRN 22549**

**Instructor:** Emily Dray **Email:** draye@linnbenton.edu

**Office Hours:** Tuesday, 5:00pm-7:00pm by appointment. **Office:** Benton Center #222B

**Class Times:** Monday & Wednesday: 6:00pm - 7:50pm Austin Hall #226

**Course Overview:** 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. (Negotiable)

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**Optional Text:** Entrepreneurship. Successfully Launching New Ventures (5E). Barringer and Ireland. Publisher: Pearson. ISBN-10: 0-13-379719-8 or ISBN-13: 978-0-13-379719-0

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### **Course 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.

### **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

**Weekly Schedule:**

Week 1	Sept. 24	Sept. 26
	Intro to Entrepreneurship	Business Opportunities & Ideas
Week 2	Oct. 1	Oct. 3
	Feasibility	Effective Business Models
	<b>Quiz 1 Due</b>	<b>Quiz 2 Due</b>
Week 3	Oct. 8	Oct. 10
	Industry & Competitor Analysis	Human Capital - Building a New Team
	<b>Quiz 3 Due</b>	
Week 4	Oct. 15	Oct. 17
	Social Entrepreneurship	Business Plan Introduction
	<b>Quiz 4 Due</b>	Team Creation Activity
		<b>Quiz 5 Due</b>
Week 5	Oct. 22	Oct. 24
	Business Plan activities	Accounting
		<b>Quiz 6 Due</b>
Week 6	Oct. 29	Oct. 31
	Legal & Ethical Issues	Catch-Up Day
		<b>Quiz 7 Due</b>
Week 7	Nov. 5	Nov. 7
	<b>Mid-term</b>	Marketing
		<b>Quiz 8 Due</b>
Week 8	Nov. 12	Nov. 14
	NO CLASS - Veterans' Day	Intellectual Property
		<b>Quiz 9 Due</b>
Week 9	Nov. 19	Nov. 21
	Financing	Planning Growth
		<b>Quiz 10 Due</b>
Week 10	Nov. 26	Nov. 28
	Strategies for Growth	Franchising
	<b>Quiz 11 Due</b>	<b>Quiz 12 Due</b>
Week 11	Dec. 3	Dec. 5
	<b>Quiz 13 Due</b>	<b>Quiz 14 Due</b>
	<b>Presentations: Teams 1-4</b>	<b>Presentations: Teams 5-8</b>

**Grading:** A = 90-100%, B = 80-89.9 %, C = 70-79.9 %, D = 60-69.9 %, Fail = below 60%. Grades are not 'given' by the instructor. Grades are earned by complying with the grading methods above. No makeups or extra credit. An incomplete grade can only be given by negotiation and with 70 % of the course work submitted.

### **Assessment Methods :**

Weekly Online Quizzes	40%
Mid term	10%
Participation points	15%
Small business news	5%
Presentation (includes peer group assessment)	20%
Term Paper: Business Plan (4 pages per person, single spaced)	10%
<b>TOTAL (Tentative)</b>	<b>100%</b>

**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.**

### **Teaching Methods:**

A variety of instructional methods to attempt engagement and 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. As employers request that our graduates have the skills to work in groups there will be group work in this class. If you want a class where the instructor talks for 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.

#### **1) Online Quizzes (40%)**

- 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 you start it. It is important that you familiarize yourself with the lecture contents before attempting the quiz as there is little time to look up answers. 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. If you are having problems getting into the quiz then you must contact me before the closure deadline. Contacting me afterwards suggests the quiz has been missed.
- 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 comprehend the lectures and material.
- 1.7 You will be able to drop your lowest quiz score.
- 1.8 Please check your LBCC email for quiz notifications and reminders.

- 1.9 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.  
Groups for the presentations will be formed around week 4.
- 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:  
Within each group, 100 points will be awarded to each group member by each group member. This process is confidential. 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 take place during week 11 (Finals week). Your attendance during both sessions is calculated into your grade for the presentation assignment.

## 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 objective is not to inconvenience you by requiring you to bring news every week. 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 randomly chosen twice during the term 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 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, preferably from a **recent headline**. Your news article should be dated (not by the student and not the date that it was printed by the student). I will demonstrate how the business news works in the first week of term appropriately.
- 3.5 You must bring a **printed copy** of a small business news article to class for credit. The pertinent points must be **highlighted and must have an article print date**.
- 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.

#### 4) Participation Points (15%)

- 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 current small business news article. After I have collected the news, I will not accept any news after that time.
- 4.4 Participation points are not given when repeated cell phone use in class is apparent.
- 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 Thank you for being respectful of our learning environment by not staring at mobile phones or texting in class. This is deemed as not participating.
- 4.5 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.
- 4.6 You will need to give constructive feedback to your other team members and classmates during the Business Plan presentations during the last two sessions of class in order to earn Participation Points.

#### 5) Term paper 10%

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. **Your individual contribution should be 4 pages, including diagrams, tables etc; single-spaced, 12-point font, Times New Roman font only.** Pictures should not be generic but should be relevant to your business. Your names should be printed on your group's plan and it should not be submitted as loose leaf, unstapled papers.

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.

#### 6.) Academic Integrity

Any work submitted in this course for academic credit will be your own work. You are

encouraged to study together and to discuss information and concepts covered in lecture and the sections with other students. You can give "consulting" help to or receive "consulting" help from other students. However, this should never involve one student having possession of a copy of all or part of work done by someone else. Should copying occur, both the student who copied work from another student and the student who gave material to be copied will both automatically receive a zero for the assignment. Penalty for violation of this code can also be extended to include failure of the course and college disciplinary action.

### **Summary: How to be successful in my class**

Come to class regularly

Arrive and leave on time

Complete the quizzes by the deadline (earlier rather than later)

Be a participating group member

### **Request for Special Needs or Accommodations**

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](http://linnbenton-advocate.symplicity.com/public_report)