

**BA260 ENTREPRENEURSHIP and
SMALL BUSINESS MANAGEMENT**
Linn-Benton Community College – Spring 2015
Course Outline – CRN 45745
Class hours: MW 10 - 11:50am

Instructor: Jack Stone
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email is the best way to contact me

Office: MKH-117
Office hours: MW 1 – 1:50pm
TR 10:30 – 11am

No one ever attains very eminent success by simply doing what is required; it is the amount and excellence of what is over and above the required that determines the greatness of ultimate distinction----Charles Kendall Adams

Overview:

Entrepreneurship & Small Business Management is designed to help you understand the strategy, environment and decision-making processes most important for creating, owning, and successfully operating a small business. Hands-on learning practicum occurs throughout the course through actual real-world scenarios place you in the roles of entrepreneur, analyst, marketer, manager, and business owner. The assumption is that the student has no prior business experience, so exposure to various types of business strategies and entrepreneurship concepts should help define your ideas and goals.

Course will be taught in lecture format, including a heavy emphasis on discussion and participation, occasional video presentations, and guest speakers. Business owners and entrepreneurs from the community will be invited to enhance our class discussions.

Texts: **Entrepreneurship, a Process Perspective**. Robert A. Baron, Scott A Shane. 2e. 2008. Thomson/Southwestern Publishers. ISBN: 0-324-36558-6
Less Chaos, More Cash. Aaron J. Crowley, 2010. Credo Communications.
ISBN: 978-1-935391-35-7 <http://www.lesschaosmorecash.com>

Course Requirements:

Throughout the term, students will read assigned readings in the text, review various business plans, submit a weekly journal and form teams to create, research, develop and present a business plan to the class. You will also be expected to find and use outside sources to produce the business plan. Toward the end of the term, teams will have the opportunity to present their plan to class using various presentation tools, including creativity. All team members must have an active role.

The venture you research and create does not have to be a for-profit business, but can also be developed through a non-profit organization.

Students will also conduct peer evaluations within your assigned group. Evaluation criteria to be provided.

Exams: There will be NO exams during this course. See grading criteria.

Assignments and papers:

--On Wednesdays, students will submit their weekly journals. These journals will be formed from your thoughts and plans as an entrepreneur. One page in length. Please submit these in hard copy format. One journal per week. I will NOT accept multiple journals at the end of the term.

--Answers to questions from the book *Less Chaos, More Cash* will be submitted from a handout given toward the end of the term.

--Textbook readings assigned. See schedule for Chapters and specific readings.

All papers MUST be typed and spell checked. If papers are not typed, they will be returned without grade. **Please do not ask me to accept late assignments.** If you are unable to submit a hard copy of your assignment, an occasional electronic copy will be accepted.

Business Plan Groups:

Groups of four (4) team members will be formed in Week 3. Time will be given at least once a week toward the end of class for groups to meet, discuss, plan, and organize their tasks. Throughout the weeks following, groups will create a hard copy report of their business plan to be turned in to the instructor on the day of your group's scheduled presentation to the class. Presentations should be 10-15 minutes in length. Questions from the audience are always encouraged. See supplemental sheet for Business Plan requirements.

Grading:

The final course grade will be assigned according to the total points earned per the following schedule:

----Weekly journal pages	5 @ 20 pts each	100
----Attendance and participation	19 @ 10 pts each	190
----Group Peer Evaluation		50
----Less Chaos assignment		50
----Group Business Plan		
Preliminary Presentation	50	
Completed Business Plan	150 pts	<u>200</u>
Total points		590 points

A=531-590 B=472-530 C=413-471 D=354-412 F=<354 pts

Final grades will be A – F-----no Y grades will be given

LBCC Comprehensive Statement of Nondiscrimination

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(for further information <http://po.limbenton.edu/BPsandARs/>)

BA260- ENTREPRENEURSHIP and SMALL BUSINESS MANAGEMENT
(subject to change) Spring 2015

Week One

03/30 Course introduction, text and syllabus review, class expectations
Weekly readings – see schedule
04/01 Chapter One discussion. Entrepreneurship, a Way of Life **Weekly journal One DUE**

Week Two

04/06 Chapter 2 lecture and discussion. Suitable Opportunities
Weekly readings – see schedule
04/08 Chapter 3 lecture and discussion. Foundations of Entrepreneurship. **Weekly journal Two DUE**

Week Three

04/13 Chapter 4 lecture and discussion. Assembling the Resources. Business Plan Groups formed
Weekly readings – see schedule
04/15 Chapter 6 lecture and discussion. Financial Resources **Weekly journal Three DUE**

Week Four

04/20 Chapter 6 continued
Weekly readings – see schedule
04/22 Chapter 7 lecture and discussion. Writing and Effective BP **Weekly journal Four DUE**

Week Five

04/27 Preliminary Business Plan Presentations
04/29 Chapter 9 lecture and discussion – Marketing a New Venture **Weekly journal Five DUE**

Week Six

05/04 Chapter 10 lecture and discussion – Competitive Advantage
Weekly readings – see schedule
05/06 Personality Trait handout and discussion **Weekly journal Six DUE**

Week Seven

05/11 Discussion of Personality Traits
05/13 Chapter 11 lecture and discussion – Attaining Growth **Weekly journal Seven DUE**

Week Eight

05/18 Discussion of book, *Less Chaos, More Cash*
Weekly readings – see schedule
05/20 Chapter 13 lecture and discussion. Exit Strategies **Weekly journal Eight DUE**

Week Nine

05/25 *Holiday – Memorial Day - No Class*
05/27 Completed Business Plan Presentations **Weekly journal Nine DUE**

Week Ten

06/01 Completed Business Plan Presentations
06/03 Class wrap-up and Peer Evaluations **Weekly journal Ten DUE**

Week Eleven - Finals Week. No final exam in this class

BA 260 ---- SCHEDULE OF WEEKLY READINGS FROM BARON & SHANE TEXT

Week One page 4 *The Field of Entrepreneurship: Its Nature and Roots*

Week Two page 46 *Qualifying Common Sense*
page 52 *Danger! Pitfall Ahead!*
page 74 *Danger! Pitfall Ahead!*
page 88 *Qualifying Common Sense*

Week Three page 108 *Qualifying Common Sense*
page 123 *Danger! Pitfall Ahead!*
page 220 *Danger! Pitfall Ahead!*
page 223 *Qualifying Common Sense*

Week Four page 289 *Qualifying Common Sense*
page 301 *Danger! Pitfall Ahead!*
page 320 *Danger! Pitfall Ahead!*
page 323 *Qualifying Common Sense*

Week Five No reading assigned

Week Six page 172 *Danger! Pitfall Ahead!*
page 177 *Qualifying Common Sense*

Week Seven No reading assigned

Week Eight page 351 *Danger! Pitfall Ahead!*
page 361 *Qualifying Common Sense*

Week Nine No reading assigned

Week Ten No reading assigned