

## BA 260. Fall 2019

**Instructor:** Ian Priestman    **Telephone:** 541 917 4261    **Email:** [priesti@linnbenton.edu](mailto:priesti@linnbenton.edu)

**Office** MKH 119.

**Office hours:** 11-12 pm. 4 - 4:30 M/W 12-1pm. T/R 11:30-12pm

If I do not see you during office hours I will assume everything is okay by you! Please do not see me at the end of the course when it might be too late to address your problem

**Class Times** CRN 23057: 2 - 3:50pm

CRN 26039 12 - 1:50pm

**Course Name.** ENTREPRENEURSHIP/ SMALL BUSINESS MANAGEMENT

**Credits** 4

### **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.

### **Course Materials:**

**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

Cheap option for text

[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 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 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 unless there is an assessment due in class that day.

**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.**

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.

Rather than attempt a grade consult before or after class, office hours are designated for addressing grade enquiries. Alternatively please email me with any grade enquiries

No points can be given if the student is unable to support a grade claim with evidence that an assignment was completed. Moodle time stamps student interactions with the program

### **Teaching Methods:**

"Tell me and I forget. Teach me and I remember. Engage me and I learn" - Chinese proverb

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. The class is highly interactive.

### **1) Online Quizzes (35%)**

- 1.1 As your homework assignment, most weeks you will be expected to complete **open book, online quizzes (plural)**
- 1.2 You have 20 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. 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 deadline. Contacting me afterwards suggests the quiz has been missed.**

- 1.3 The web site for testing is called Moodle. Moodle 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 ‘Track the course from here’ discussion board on moodle and 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. I will be forming the groups for the presentations 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 One copy of the business plan should be given to me **before the presentation**. **Your names should be printed on your group's plan for the sections you have done**. The group's business plan should not submitted loose leaf, unstapled.
- 2.9 The LBCC finals schedule is designed so there are no clashes with other classes. **<https://www.linnbenton.edu/current-students/schedule-and-learn/finals-schedule.php>**

If another LBCC instructor decides to reschedule their final to a time that clashes with the approved finals schedule, then it is the student's responsibility to reschedule their final with that instructor.

### 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 aim is not to trick you by asking you to present if you forgot to bring 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 article should be dated (not by the student). 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 for credit. "My news is in my car, I have it on my phone/laptop or I forgot it, but it is in my apartment are not considered acceptable  
The pertinent points must be **highlighted and the article dated at source not the student**
- 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 from **present or previous week**.

#### 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 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 My process for recording participation points is simple. I call the student's name, the student answers. It is the student's responsibility to listen. **No answer means the student is not in the class room. The instructor records are final**
- 4.5 If the student misses 50 % of the participation points then they are deemed to be not participating in the class. It is the student's responsibility to track their own participation points. Would you have surgery with a surgeon who only participated in class 50% of the time or less?

### 5) Term paper 10%

**The paper will provide evidence that the outcomes stated earlier in the syllabus have been met. The paper should be posted to Moodle as 'a paper' on the designated date. Minimum length of your paper is 1500 words. Maximum is 2500 words. An A grade is not possible from the minimum word count. 3 research sources referenced using the APA method should be given.**

### GRADING RUBRIC FOR TERM PAPER

#### Issues

<u>Failed to submit</u> <u>0 points</u>	<u>No relevant issues addressed &amp; no responses.</u> <u>10 points</u>	<u>Some relevant issues &amp; 2 responses</u> <u>14 points</u>	<u>Most relevant issues &amp; 3 responses</u> <u>17 points</u>	<u>All relevant issues addressed &amp; 4 responses</u> <u>20 points</u>
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<u>Failed to submit.</u> <u>0 points</u>	<u>0 sources cited .</u> <u>10 points</u>	<u>1 source cited .</u> <u>14 points</u>	<u>2 sources cited.</u> <u>17 points</u>	<u>3 or more sources cited</u> <u>20 points</u>
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Research

Spelling

<u>/Grammar</u>	<u>Failed to submit.</u> <u>0 points</u>	<u>10+ errors.</u> <u>10 points</u>	<u>6 - 9 errors.</u> <u>14 points</u>	<u>3 - 5 errors</u> <u>17 points</u>	<u>0 - 2 errors</u> <u>20 points</u>
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Word

<u>Count</u>	<u>Failed to submit.</u> <u>0 points</u>	<u>Less than 1500.</u> <u>10 points</u>	<u>1500 - 1999</u> <u>14 points</u>	<u>2000 - 2499.</u> <u>17 points</u>	<u>2500 or marginally over</u> <u>20 points</u>
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On Time

<u>Failed to submit</u>	<u>Deadline + 3 days</u>	<u>Deadline + 2 days</u>	<u>Deadline + 1 day</u>	<u>To deadline</u>
<u>0 points</u>	<u>5 points</u>	<u>10 points</u>	<u>15 points</u>	<u>20 points</u>

**Assessment Methods :**

Online Quizzes	35%
Mid term: Multiple choice closed book	10
Participation points. You have to be there in body and mind!	10
Presentation (includes peer group assessment)	20
Small business news	5
Term Paper:	10
Final: Multiple choice closed book	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.**

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

### **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.

### **Disability and Access Statement**

Use one of three approved syllabus statements located on the [Center for Accessibility Resources Faculty Resources](#) webpage.

### **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



## **Library**

Computers and printing available, other ways the library could help your student with this class

## **Other**

Other campus resources that may assist student to succeed in this class

### **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

## **Changes to the Syllabus**

I reserve 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

### **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)

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.**