

BA260: ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT

Spring Term 2020 Syllabus, CRN 43804

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

Office Hours: By appointment. **Office Hours Communication Method:** Zoom or Email

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)

Optional Text (FREE): **Entrepreneurship**. Lavery & Littel. Publisher: OpenStax. ISBN-10: 1-947172-70-0 or ISBN-13: 978-1-947172-70-8

<https://openstax.org/details/books/entrepreneurship>

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	Topic 1	Topic 2	Due by Saturday @ Midnight
Week 1	Intro to Entrepreneurship	Business Opportunities & Ideas	Due April 11th: Moodle Quiz 1 (covers material from week 1)
Week 2	Feasibility	Effective Business Models	
Week 3	Industry & Competitor Analysis 1	Industry & Competitor Analysis 2	Due (April 25th): Moodle Quiz 2 (covers material from weeks 2 & 3)
Week 4	Business Plan Introduction	Business Teams	Due (May 2nd): Concept Statement
Week 5	Ethical & Legal Foundations	Business Accounting	Due (May 9th): Moodle Quiz 3 (covers material from weeks 4-5)
Week 6	Human Capital	Financing	Due (MAY 6th): MIDTERM due by midnight (covers material from weeks 1-5)
Week 7	Marketing	Intellectual Property	Due (May 23rd): Moodle Quiz 4 (covers material from weeks 6 & 7)
Week 8	Planning Future Growth	Strategies for Growth	
Week 9	Franchising & Best Management Practices	Catch-Up Day	Due (June 6th): Moodle Quiz 5 (covers material from weeks 8 & 9)
Finals Week	Group Presentations & Business Plans Due Tuesday, June 9th by midnight		

Quizzes (5 total) due on Saturdays at midnight. You will have 1.5 hours to complete each quiz. Each quiz is multiple choice and typically includes 20-25 questions.

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. An incomplete grade can only be given by negotiation and with 70 % of the course work submitted. If an opportunity for extra credit arises, I will announce it to the class.

Assessment Methods:

Online Quizzes	40%
Mid-term	10%
Participation points	20%
Presentation (includes peer group assessment)	10%
Term Paper: Business Plan (4 pages per person, single spaced)	20%
TOTAL (Tentative)	100%

Teaching Methods:

A variety of instructional methods to attempt engagement and meet a range of learning styles. These methods may 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.

NOTE: It is up to you to manage your learning time. I understand that each of us has many family, work, and other obligations which may require schedule flexibility. For this reason, there are no required scheduled class meeting times. **I will host a weekly Zoom session on Fridays at 2:00, which is optional.** This will be an opportunity for you to ask questions, discuss course material, or get to know your peers (which will be very helpful when working together with your group to complete the Business Plan paper and the final Presentation).

1) Online Quizzes (40%)

- 1.1 As your homework assignment, you will be expected to complete **open book, online quizzes.**
- 1.2 You have 90 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 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 online portal used for quizzes and all other course material 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 grades weekly and address any issues before the course ends.

2) Midterm (10%)

- 2.1 The midterm will consist of 50 multiple-choice questions and will be open book, open note.

3) Presentations and Peer Group Assessment (10%)

- 3.1 During the course you are asked to give a **group presentation via Zoom** of your group business plan.
- 3.2 Every student must participate in the preparation and delivery of the presentation.
- 3.3 Each presentation will be a minimum of 10 and a maximum of 20 minutes.

- Groups for the presentations will be formed around week 4.
- 3.4 It is your responsibility to manage your role in the group process.
 - 3.5 Documentation should be kept of group rules and meetings, etc.
 - 3.6 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.
 - 3.7 Presentations take place during week 11 (Finals week). Your attendance during all group presentation sessions is calculated into your grade for the presentation assignment.
 - 3.8 **Each** student will need to provide feedback to each group. This may be in the form of questions or constructive feedback.
 - 3.9 **Each** student will need to provide me with confidential feedback about their experience working with their group. A link to a Google form will be sent out towards the end of the term so you may submit this confidential feedback to me directly. Your participation in this feedback contributes to your overall presentation grade.

4) Participation Points (20%)

- 5.1 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 article review discussions, activities, and group work.
- 5.2 **Note:** When I calculate grades at the end of term, the participation points often make the difference between grades. In other words, you will not want to neglect this opportunity to maximize the possibility of earning a good grade. In this course.
- 5.3 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. Note that we will be focusing on small businesses (entrepreneurship or management), so please do not use articles about Nike, Amazon, or other large companies.
- 5.4 Each presentation of the news carries 2.5 % towards your end of course grade.
- 5.5 If you do not have any news to present, you must forfeit the points available for presenting the business news on that day. There can be no make-up.
- 5.6 News articles should be relevant to aspect of entrepreneurship and/or small business, preferably from **a recent headline (i.e. the current or previous week)**. Your news article should be shared by posting a link to the article in the appropriate Moodle forum and you must also include 2 discussion questions for other students to discuss. **Each** student must participate in the discussion of **each** article posted to Moodle. Your contribution to the article discussions constitutes your **class participation**.

6) Term paper & Presentation (20%)

One printed copy of your participation to the group's business plan should be emailed 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, NOT 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 full names should be included on the title page on your group's plan. Please follow the rubric for this assignment to ensure that you understand the grading criteria.

7) Academic Integrity

Any work submitted in this course for academic credit must be entirely 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.

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.

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