



ENTREPRENEURSHIP

3-0-3.0

Date: 6/14/10

COURSE NUMBER: BUS 110

PREREQUISITE(S): ENG 032*, MAT 032*, RDG 032* with a minimum grade of "C"

CO-REQUISITE(S): None

COURSE DESCRIPTIONS This course is an introduction to the process of starting a small business, including forms of ownership and management.

TEXTBOOK(S): Scarborough, Norman M., Douglas L. Wilson, and Thomas W. Zimmerer. Effective Small Business Management, An Entrepreneurial Approach. 9th Edition. Upper Saddle River, NJ: Pearson/Prentice Hall, 2009. ISBN: 978-0-13-615457-0

REFERENCE(S): None

OTHER REQUIRED MATERIALS, TOOLS, AND EQUIPMENT: Computer with Internet access, Internet Explorer 5.0 or higher or other current browser, Java, word processing software (must be able to save Word format), and anti-virus software.

METHOD OF INSTRUCTION: This course will be taught via the Internet using online lecture notes, discussion board, and electronic messaging.

GRADING SYSTEM:

| | | | | |
|-------|---|-----|---|---|
| 90 | - | 100 | = | A |
| 80 | - | 89 | = | B |
| 70 | - | 79 | = | C |
| 60 | - | 69 | = | D |
| Below | - | 60 | = | F |

The standard mathematical procedure of rounding will be applied to arrive at a whole number percentage in the final grade calculation.

| | | | |
|---|------------------------|---|------------|
| <u>GRADE CALCULATION METHOD:</u> | Assignments/Unit Tests | = | 20% |
| | Mid-term | = | 40% |
| | Final Exam | = | <u>40%</u> |

= 100%

Tests will be administered in the Spartanburg Community College Testing Lab, located in Room A-7 of the West Building. Remote testing facilities will be identified for students outside the SCC area. Students will be given a window of testing time and must take the test within that window. **There are no make-up tests.** Everyone will complete the exam.

Assignments may not be accepted late. Tardiness of assignments, projects, papers, and exercises may result in a grade of zero (0). If you have a chance to turn them in early – use it!

CONFIDENTIALITY:

All students' e-mail addresses may be available to other students in the class. Although some assignments in an online course may encourage or require peer communication, the instructor will make every effort to protect the confidentiality of any personal communication (for example, grades). However, you should recognize that e-mail and other electronic media are not secure; there is no guarantee of the privacy of your e-mail or other personal information.

**APPROPRIATE
ONLINE BEHAVIOR:**

The use of Spartanburg Community College's website, e-mail service or course management software for creation and/or distribution of material not pertaining to course participation is prohibited and is grounds for dismissal according to College policy under "disruptive behavior." Such actions, include, but are not limited to:

- Inappropriate use of email and discussion boards for:
 - ✓ Harassment
 - ✓ Unlawful solicitation
 - ✓ "Spamming"
 - ✓ "Flaming"
- Use of online editing tools within the course management software to:
 - ✓ Create offensive material
 - ✓ Link to inappropriate materials

**ATTENDANCE
POLICY:**

An electronic e-mail is required from each student to the instructor by the end of the drop/add period. At this time the Instructor will drop the student from the course if it is not received.

Instructors maintain attendance records. However, it is the student's responsibility to withdraw from a course. A student who stops attending the online class and fails to initiate a withdrawal will remain on the class roster. *With this in mind, for every assignment, test or exam not completed while still enrolled in the course the student will receive a grade of zero and the final course grade will be calculated accordingly.*

Withdrawal Policy: During the first 75% of the course, a student may initiate withdrawal and receive a grade of W. A student cannot initiate a withdrawal during the last 25% of the course. Extenuating circumstances require documentation and approval by the appropriate department head and academic dean.

ACADEMIC CONDUCT:

ACADEMIC DISHONESTY: Students are expected to uphold the integrity of the College's standard of conduct, specifically in regards to academic honesty. All forms of academic dishonesty including, but not limited to, cheating on assignments/tests, plagiarism, collusion, and falsification of information will call for disciplinary action. Disciplinary action imposed may include one or more of the following: written reprimand, loss of credit for assignment/test, termination from course, and probation, suspension, or expulsion from the College. For further explanation of this and other conduct codes, please refer to the Student Handbook.

CLASS/LAB PROCEDURES:

The following resource centers are available to students of Spartanburg Technical College. Please visit, call or consult the College's website to determine the hours of operation.

| Resource | Location (East Building) | Phone Number |
|--------------------------------|--------------------------|--------------|
| Advising Center | E-1 | 592-4990 |
| Open Computer Lab (OCL) | E-5 | 592-4968 |
| Tutorial Learning Center (TLC) | E-2 | 592-4715 |
| Testing Center | E-3 | 592-4966 |

ACCOMMODATIONS:

Students who need special accommodations in this class because of a documented disability should notify Student Disability Services. You may contact Student Disability Services by calling, (864) 592-4811, toll-free 1-800-922-3679; via email through the Spartanburg Community College

web site at www.sccsc.edu/SDS/; or by visiting the office located in the Dan Lee Terhune Student Services Building, room 112 of the Spartanburg Community College campus. By contacting Student Disability Services early in the semester, students with disabilities give the College an opportunity to provide necessary support services and appropriate accommodations.

Program Director

Peter Stone
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Program Chair

Karen Ravan
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**COURSE OUTCOMES
& OBJECTIVES:**

Upon satisfactory completion of this course, the student will be able to:

- I. Summarize the Foundations of Entrepreneurship
 1. Define Entrepreneur
 2. Summarize the benefits of entrepreneurship
 3. Summarize the drawbacks of entrepreneurship
 4. Describe the trends of entrepreneurship

- II. Distinguish the strategic management process and the entrepreneur
 1. Distinguish the Strategic Management Process
 2. Classify the forms of ownership and franchising
 3. Demonstrate the examination of the possibility of buying an existing business

- III. Create a successful business plan
 1. Describe the importance of conducting market research
 2. Estimate competitive advantage
 3. Prescribe marketing strategies
 4. Distinguish the elements of the Marketing Mix
 5. Choose between advertising and promotional options
 6. Choose between pricing strategies and tactics
 7. Assess a prepared cash budget

8. Summarize the elements of cash management
 9. Analyze basic financial statements
 10. Analyze using ratio analysis tools
 11. Calculate using a breakeven analysis
 12. Create and present a business plan
- IV. Evaluate important decisions associated with the Marketing Plan
1. Summarize the sources of funds
 2. Analyze site location options
 3. Propose layout choices
 4. Calculate using Purchasing, Quality, and Inventory Control Methods
 5. Explain the considerations of company growth and management succession
 6. Recognize global decisions
- V. Summarize the Ethical, Legal, and Regulatory Environment
1. Define ethics
 2. Define social responsibility
 3. Summarize the common laws that affect a small business
 4. Describe the components of a contract
 5. Recognize the impact of bankruptcy
 6. Explain patents, trademarks, and copyrights