



ENTREPRENEURSHIP

Course Syllabus

Date 11/28/11

C - L - CR
3 - 0 - 3.0

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. 10th Edition. Upper Saddle River, NJ: Pearson/Prentice Hall, 2012. ISBN: 978-0-13-215746-9

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 using lecture notes, projects, exercises and assignments.

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.

**GRADE
CALCULATION
METHOD:**

Assignments/Unit Quizzes	=	20%
Tests/Mid-term	=	40%
Final Exam/Project	=	40%
	=	<u>100%</u>

Assignments will not be accepted late. Tardiness of assignments, projects, papers, exercises, and tests will result in a grade of zero (0). If you have a chance to turn them in early – use it! The final exam grade may replace ONE missed test.

**ATTENDANCE
POLICY:**

The student is responsible for punctual and regular attendance in all classes, laboratories, clinical, practica, internships, field trips, and other required class activities. The College does not grant excused absences; therefore, students are urged to reserve their absences for emergencies. When illness or other emergencies occur, the student is responsible for notifying instructors and completing missed work if approved for late submission by instructors.

The student is tardy if not in class at the time the class is scheduled to begin and is admitted to class at the discretion of the instructor.

Instructors maintain attendance records. However, it is the student's responsibility to withdraw from a course. A student enrolling in and attending at least one course session remains enrolled until the student initiates a withdrawal.

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.

Absences for Religious Holidays: Students who are absent from class in order to observe religious holidays are responsible for the content of any activities missed and for the completion of assignments occurring during the period of absence. Students who anticipate their observance of religious holidays will cause them to be absent from class

and do not wish such absences to penalize their status in class should adhere to the following guidelines:

1. Observance of religious holidays resulting in three or fewer consecutive absences: Discuss the situation with the instructor and provide written notice at least one week prior to the absence(s). Develop (in writing) and instructor-approved plan which outlines the make up of activities and assignments.
2. Observances of religious holidays resulting in four or more consecutive absences: Discuss the situation with the instructor and provide the instructor with written notice within the first 10 days of the academic term. Develop an instructor-approved plan with outlines the make up of activities and assignments.

**CLASSROOM
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.

CELLULAR PHONES AND PAGERS/BEEPERS: Cellular phones, pagers and beepers are not permitted to be turned on or used within the classroom. Use of these devices during classroom time will be considered a violation of the student code as it relates to "disruptive behavior."

**CLASS/LAB
PROCEDURES:**

The Learning Center, located in the rooms E-2 & E-5 of the East Building, provides computers for your use. Check the website <http://www.sccsc.edu/resources/tutoring/tlc> or call 592-4968 for current semester operating hours.

ACCOMMODATIONS:

Students who need special accommodations in this class because of a documented disability should notify Student Disability Services by calling (864) 592-4818, toll-free 1-800-922-3679; via email through the SCC web site at www.sccsc.edu/resources/disabilities; or by visiting the office located in the East Building Room 30-B on the SCC Central campus. Contacting Student Disability Services early in the

semester gives the College an opportunity to provide necessary support services and appropriate accommodations.

Program Director

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Program Chair

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Inclement Weather Schedule:

- Check STC Web Site: www.sccsc.edu
- Tune to **Channel-7** Local T.V. Station (CBS)
- Tune to an FM/AM Local radio station

**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