

BUS 377 – ENTREPRENEURSHIP: HOW TO START YOUR OWN BUSINESS

Syllabus

Getting Help: To receive technical assistance on issues related to WebCT contact:

Academic Instructional Technology Help Desk

ES 102

Monday-Thursday 8:00 a.m. - 9:00 p.m. Friday 8:00 a.m. - 5:00 p.m.

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Mr. Joel Fleming

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I. Course Title: Entrepreneurship: How to Start Your Own Business

II. Course Number: BUS 377

III. Credit Hours: 3

IV. Prerequisites: None

V. Catalog Description:

A presentation of the process to be used to develop a complete and competent “Business Plan” for an entrepreneurial idea, that will be required to obtain funding to start that business, and that will serve as a management control for the ongoing business. The student will develop a Business Plan based on their entrepreneurial idea.

VI. Curricular Relationships:

Credits earned can apply toward an emphasis in Business.

VII. Student Objectives:

At the completion of the course, the student will be able to:

Understand all of the elements comprising a “business”.

Produce a complete Business Plan with properly researched ideas for each critical segment, including production, all aspects of marketing, and financial planning.

Understand the accounting and financial concepts that detail pro-forma expectations of the proposed business and their ramifications. Show competency in presenting the business plan as if it were reality

VIII. Content Outline:

An examination of the student’s life expectations, goals, and work ethic

Individual decision of the business to be started

Preliminary examination of the feasibility of the idea

Development of the Concept of the student’s chosen business, and the Mission statement

Choice of an appropriate Organization and Management structure

Product/Service plan

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Definition of the Target Market
Industry and Competition analysis
The Marketing plan
The Financial Plan
Writing the finished document

IX. Course Procedures:

This course will be offered partially on WEBCT and partially from the text CD in a series of 15 weekly modules, semester based. Each module will include: a. Specific reading assignment from the text CD with Power Point slides emphasizing the key points of the chapter. b. Exercise(s) and Assignment(s), essay form, to be submitted on scheduled date. c. Quiz: Multiple choice, timed, due by scheduled date. d. Discussion Question on related topics, requiring response. e. Short Video clip introducing the chapter.

X. Required Text:

To order textbooks or obtain information about book titles, you may go to www.exstudies.adams.edu and click on the "ASC Bookstore" icon.

Use **Section Number: 1166** to order books from the Bookstore site.

Kauffman Foundation, Ewing, Marion (2006). *Planning the Entrepreneurial Venture*, 2nd Edition. Kansas City, MO: Ewing Marion Kauffman Foundation,

XI. Any Issues Unique to this Course:

This course is intended to serve the “non-business” major, to equip that student with a process that will enable them to start and successfully run a business in their chosen field of interest or expertise. (The course is open to Business Majors) Each student is expected to develop a Business Plan for an idea relevant to his/her specific interests, and each student will receive individual advice/guidance relative to potential opportunities in that field, for example: Art Sports Music Medical Theater Education

XII. Grading Process.

Quizzes will be scored by the program Exercises/Assignments will be assessed based on the “Assignment” Rubric Discussion Question responses will be assessed based on the “Discussion” Rubric The final Business Plan will be assessed based on the “Business Plan” Rubric.

XIII. Grade Points:

Total Approx. %

Quizzes: 10 @ 50 points 500 points 10%
Exercises: 11 @ 100 points 1100 points 20%
Assignments: 30 @ 50 points 1500 points 29%
Disc. Quest: 10 @ 50 points 500 points 10%
Business Plan 1500 points 31%
Total 5100 point 100%

Grades: Points A = 4680 - 5100 B = 4080 - 4679 C = 3570 - 4079 D = 3060 - 3569 Below 3060 = F