

BA 52: Introduction to Entrepreneurship
Course Syllabus: Spring 2010
Instructor: Mr. Eric Nasalroad

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Course Title & Code #s: BA 52: Introduction to Entrepreneurship - Course Code: 51850

Meeting Times/Location: MWF 12:00 p.m. to 12:50 p.m. / Bus 43

Course Description: Students in this course will develop an understanding of the complex tasks faced by individuals engaged in entrepreneurial activities. This course identifies the methods for developing a business idea, the process of starting a business, how to acquire resources, and the key parts of a business plan.

Prerequisites: None. Advisories include: Eligibility for ENGL 125 & 126 and MATH 101

COURSE OUTCOMES:

Upon completion of this course, students will be able to:

1. Describe the components of and articulate the importance of creating an entrepreneurial Business Plan.
2. Identify the characteristics of an entrepreneur.
3. Demonstrate an understanding of financial concepts and financial statements in relationship to entrepreneurship through, for example, computing break-even, preparing and analyzing cash budgets, pro forma statements, and describing how the statements are interrelated and affect continuing operations and growth.
4. Identify the unique financial aspects of new venture launch from the perspective of an entrepreneur.
5. Recognize and evaluate opportunity and risk from the perspective of an entrepreneur.
6. Identify the legal requirements of new venture launch from the perspective of an entrepreneur.
7. Identify and effectively utilize the methods of idea generation.
8. Identify effective leadership traits and practices in an entrepreneurial environment.
9. Identify the components of a marketing plan from the perspective of an entrepreneur.

COURSE OBJECTIVES:

In the process of completing this course, students will:

1. Read assigned entrepreneurial materials
2. Analyze case studies
3. Review and analyze current articles
4. Interview local entrepreneurs and wage earners
5. Write business plan
6. Take part in group projects
7. Complete research projects
8. Visit regulatory/government agencies and funding sources.
9. Complete a self-analysis to determine their potential for becoming entrepreneurs.
10. Analyze the considerations in decision-making activities regarding new venture launch, product/service development, organizational structure, marketing, location, and finance.

Learning Methods & Course Activities:

- Lectures based on textbook materials
- Required readings and class discussions
- Problem solving
- Internet Research

Textbook: Mariotti, Steve, Entrepreneurship: Starting and Operating a Small Business 1st edition, Pearson, Prentice Hall, Upper Saddle River, NJ, 2007.
(This textbook is REQUIRED!!!)

Assessment: Students completing all exams, assignments, and activities with a cumulative, average grade of "C" or better will be deemed as having achieved the course objectives previously stated.

Course Activities & Evaluations:	Earned Percentage of Possible Points - Grade:
Participation/Discussions 10%	90 - 100% A
Homework Assignments 20%	80 - 89% B
Quizzes & Exams 40%	70 - 79% C
Projects 30%	60 - 69% D
	< 60% F

PAPER & SUPPLIES (Not applicable to online classes):

- **Non-spiral** edge, lined paper (**8.5 x 11 in**).
- A supply of quiz strips (15 questions → **815-E**)
- A supply of scantron answer sheets for tests (100 question → **882-E**)

INTERNET & E-MAIL

- Access to broadband Internet is required. If you do not have an Internet connection, you may use the resources in the Reedley College Library or at other computer labs on campus.
- **An email address is required for all students.**
If you do not already have one, please either obtain an email address through the RC Library – or any one of the many free email services out there (gmail, hotmail, yahoo, etc.).
- Please note: I teach multiple courses (and multiple sections of some courses) so I have some rather strict rules about email. They are as follows:
 1. *Use the subject line correctly. Each email you send to me must include the following subject line:

Course number, your first and last name, and the subject you are writing about
For example, if I was a student in BA 39 (Finite Math), the subject line on my email would be as follows: BA 39 Eric Nasalroad Question about homework

2. Use the spell checker.
 - a. Your e-mail messages represent you. Be accurate and be professional.
3. Use proper grammar.
 - a. Make a habit of constantly improving the way you communicate.
4. Do not type in all capital letters.
 - a. That is the same as yelling.

Please remember that you are in training for your professional career. One of the best places to start practicing is in this class.

*if your email does not have the required information in the subject line, your email will not be read.

BLACKBOARD

- The website is:
<http://blackboard.reedleycollege.edu>
- The standard Blackboard login is:
Username: your student id number (example: 0123456)
Password: your student id number
- Blackboard help is available 24/7
 - The phone number is 1.866.401.7784

GRADING

- Your course grade will be based on the percentage of points (total earned / total possible), and grades are weighted based on type of assignment. Please see specific grading weights on page one of your course syllabus.

EXTRA CREDIT – BIO SHEET

- Each semester, I give one opportunity for extra credit. That opportunity must be exercised within the first week of class and it will not be repeated later in the term. If you choose to take advantage of this assignment, you must create a “Bio Sheet” that will help me get to know you. I will keep the sheet in a course binder and use it to learn your name and face more quickly than if I did not have them.
- This “use it or lose it” extra credit opportunity is worth 10 points and it must meet the very specific guidelines that follow:
 - Please submit a full-page sheet. Please do not submit an index card or hand-written work.

- Must include: at least one current picture of yourself, your correct, current e-mail address, your major, and a brief bio (description) of yourself (include things that you are good at, passionate about, or things that make you “you”).
- Full credit will be given to those who make me laugh, impress me with their design, or whose Bio Sheets greatly exceed general expectations.
- Please see examples on Blackboard of good and bad Bio Sheets.

ATTENDANCE & PARTICIPATION

- Your attendance and participation are important. Attendance will be taken at the beginning of each class period. You will be given a “free ride” for up to three (3) class hours (50 minutes each).
- Students missing **six (6)** or more hours may be dropped from the course for non-attendance. For classes that meet two times per week, students missing **four (4)** or more classes may be dropped for non-attendance. For classes that meet once per week, students missing **two (2)** or more classes may be dropped for non-attendance. For online classes, students missing **two (2)** weeks of discussion or assignments may be dropped for non-attendance.
- Unless you regularly prepare for and attend class you can not participate fully in the course. Your success in this course depends on your active participation. In fact, your participation and homework is worth a portion of your grade. There will be no opportunity to make up missed participation points.
- Participation points will be earned for activities such as:
 - Participating in group discussions
 - Participating in group projects
 - Demonstration of skills at the board
 - Oral presentations
 - In class projects and work papers
 - Many other activities
- Students entering or leaving the classroom at times other than the scheduled start/end of class cause a disruption to students and instructors, and it is rude. Class begins on the hour (or half hour – depending on the scheduled start time) not 10 minutes past the hour. In an effort to be courteous to your fellow students and the instructor, please make sure that you are in your seat and ready to “get to work” on time. Students who are habitually tardy (3 or more times per term) will be penalized, as will those who leave class early (without making prior arrangements).
- Students attending less than 30 of the normal 50 minutes of class per hour will be counted as absent and subject to the drop policy if 6 or more days are counted as absent. You should be aware that participation points and quiz points are often earned at the beginning or end of the class session and there will be no opportunity to make up those points once they are missed.

HOMEWORK, QUIZZES, & EXAMS

- Homework assignments are a way for you to dig deeper into the course materials and prepare for the tests and exams. **Homework will not be accepted late.** You are welcome to turn in your homework early if you think you might miss class. If you must miss class, you may also e-mail me homework assignments as long as they are submitted prior to when they are due. Please do not e-mail homework assignments unless you are doing so because you must miss class.
 - All homework assignments that are submitted via Blackboard or e-mail must be named correctly. Homework that is not submitted with the correct name will not be accepted. When naming a homework assignment, make sure to include your first and last name, the course abbreviation, and the official assignment title.
 - **For example:** if I were submitting my Syllabus Hunt homework assignment for my Introduction to Business class, I would save it as “Eric Nasalroad BA 10 Syllabus Hunt.”
- If you are participating in school-sanctioned activities (sports, field trips, etc.) and find it necessary to miss class, it is your responsibility to make sure that all your work is turned in and tests/quizzes are taken prior to your departure. There will be no special dispensation for absences, homework & tests/quizzes missed.
- Exam dates and chapters to be covered are clearly identified in the Course Schedule. Each test is worth approximately 50 points (depending on the number of chapters covered) and may consist of true/false, multiple choice, completion questions, and problems and case study questions. In most instances, you will need to provide a scantron and a #2 pencil for tests and exams. In some cases you will be asked to write your answers directly on the test form provided. All written answers must be neat and legible in order for you to receive full credit for your correct answers. Accommodations will be made for students with disabilities.

Grades are final unless an error in math is found in the computation of your grade

DROP POLICY:

- If you decide to drop the course, please do not simply stop attending. In order to officially drop a class you must fill out a program change card, available in the Admissions and Records Office. Drop dates are listed in your Reedley College Class Schedule. If you simply stop attending, you will be assigned a letter grade.

STUDENT CONDUCT:

- As stated in your schedule of courses, students are expected to conduct themselves in a responsible manner whenever they are on campus or representing the college in any activity. Board Policy 5410 states the specific rules and regulations and a copy of the policy is available in the college library, the admissions office, Dean of Students & Dean of Instruction offices as well as the student activities office.
- Conduct standards are designed to perpetuate the college's educational purposes, allowing students to enjoy the right of freedom to learn. To that end, students who fail to meet the conduct standards, or who interfere with the rights of freedom to learn of others will be removed from class.

APPROPRIATE APPAREL:

- Please be aware that the role of the Business Department is to prepare you for the world of work. We are charged with teaching you about the various functional areas of business as well as appropriate behaviors and attire. To that end, and in order to better serve the entire class, please refrain from wearing inappropriate apparel to class – including, but not limited to, excessively low cut clothing and low-riding pants. Gentlemen will not wear hats indoors and no-one will wear sunglasses unless they have a medical directive stating the sunglasses are necessary for medicinal purposes.

CELL PHONE USE:

- *Please, if you carry a cell phone or pager, turn the ringer off or to vibrate so the rest of the class is not disrupted by a ring or beep. If your cell phone/pager rings, beeps or makes any other audible sounds in class, you can expect to lose your points for the day – impacting your attendance/participation credit. If you are penalized more than once for a cell phone “violation,” you can expect to be asked to leave the class for on a permanent basis. A ringing cell phone or pager may initiate a pop quiz for the entire class.

***ETHICS IN THE CLASSROOM:**

- You will notice that we will often discuss ethical issues, as such you should understand that cheating and plagiarism is not acceptable in this class (or any other).

***ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES:**

- If you have a verified need for an academic accommodation or materials in alternate media (i.e.: Braille, large print, electronic text, etc.) per the Americans with Disabilities Act (ADA) or Section 504 of the Rehabilitation Act, please contact me, or the **DSPS office - ext 3332** as soon as possible
- *Please see the Reedley College catalog for clarification of issues and additional guidelines.

THIS SYLLABUS AND THE COURSE ACTIVITIES SCHEDULE ARE SUBJECT TO CHANGE AS DEEMED NECESSARY BY THE INSTRUCTOR.