***BA 52: Introduction to Entrepreneurship  
Course Syllabus: Fall 2017  
Instructor: Mr. Eric Nasalroad***

***Contact Information for Mr. Nasalroad:***

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**Course Title: BA 52:** Introduction to Entrepreneurship

**Meeting Times/Location:** MWF 11:00 p.m. to 11:50 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:

* Describe the components of and articulate the importance of creating an entrepreneurial Business Plan.
* Identify the characteristics of an entrepreneur.
* 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.
* Identify the unique financial aspects of new venture launch from the perspective of an entrepreneur.
* Recognize and evaluate opportunity and risk from the perspective of an entrepreneur.
* Identify the legal requirements of new venture launch from the perspective of an entrepreneur.
* Identify and effectively utilize the methods of idea generation.
* Identify effective leadership traits and practices in an entrepreneurial environment.
* Identify the components of a marketing plan from the perspective of an entrepreneur.

**COURSE OBJECTIVES:**

In the process of completing this course, students will:

* Read assigned entrepreneurial materials
* Analyze case studies
* Review and analyze current articles
* Interview local entrepreneurs and wage earners
* Write business plan
* Take part in group projects
* Complete research projects
* Visit regulatory/government agencies and funding sources.
* Complete a self-analysis to determine their potential for becoming entrepreneurs.
* 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
* Various Entrepreneurship Events
* Projects

**Grading**

**Activity**                                           **Points**

Elevator Pitch                                  15%

Feasibility Analysis                          15%

Attendance/Participation                  20%

Homework/Projects                         50%

**Earned Percentage of Possible Points - Grade:**

90 - 100%                                                     A

80 -   89%                                                     B

70 -   79%                                                     C

60 -   69%                                                     D

< 60%                                                            F

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**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.

**Textbook: Systematic Entrepreneurship (1st Edition)**

**Purchase at:** [https://www.oronjo.com/p/EYH9cDSTLPYw895Zj (Links to an external site.)Links to an external site.](https://www.oronjo.com/p/EYH9cDSTLPYw895Zj)

[Full disclosure: I am the author of this eBook and I do make money when it is purchased. I am a serial entrepreneur with expertise in this subject, I am a published author in the area of entrepreneurship, and the material in the eBook is peer-reviewed. One reason I wrote and use this text for the course is that the $50 price point is much lower than alternatives for this course.]

**PAPER & SUPPLIES** (Not applicable to online classes):

* **Non-spiral** edge, lined paper (**5 x 11 in**).
* Bring something to take notes with **every day.**

**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, the Entrepreneurship Center, or at other computer labs on campus.
* An email address is required for all students. Make sure your current, correct e-mail is updated in the Blackboard system. I will use this system to contact you via e-mail.
* 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 e-mail 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*

1. Use the spell checker.
   1. Your e-mail messages represent you. Be accurate and be professional. People in the work world will judge you based on how well you control the English language; especially when it is written.
2. Use proper grammar.
   1. Make a habit of constantly improving the way you communicate. Don’t use text message lingo. The grammar you use creates an impression for others. Give them the impression that you are intelligent.
3. Do not type in all capital letters.
   1. 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 e-mail does not have the required information in the subject line, your email will not be read.

**CANVAS**

* We will use Canvas for class management. In other words, you quizzes, homework assignments, and other content can be accessed through Canvas. You can find the log in page through the quick links section at the top of your college's home page.

**GRADING**

* Your **grades are weighted** based on type of assignment. You cannot simply divide the number of points earned by the number of points possible. I will post a document on Canvas that explains how to calculate your overall grade if you need assistance. Please see specific grading weights on page one of your course syllabus.

**ATTENDANCE & PARTICIPATION (face-to-face classes)**

* 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.
* Any student who misses a class during the first **three (3)** weeks of instruction, may be dropped.
* Unless you regularly prepare for and attend class you cannot 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).
* Remember: “Early is on time. On time is late. Late is unacceptable.”
* 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 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, 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.”
  + Homework file format: You will upload your completed homework files through the Canvas system. Please make sure they are submitted in Microsoft-compatible formats.
  + 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.
  + Quizzes will be posted to Canvas once a given chapter is completed. You will have approximately one week to complete the quiz online. Quizzes consist of true/false, multiple choice, completion questions, and problems and case study questions. You are generally allowed 15 minutes for each quiz, but read specific instruction on each quiz for details. 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.  No one will wear sunglasses unless they have a medical directive stating the sunglasses are necessary for medicinal purposes.

**Cell Phone Use:**

* \*Please 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 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.  A ringing cell phone may also 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.