SADDLEBACK COLLEGE
BUSINESS SCIENCE DIVISION

Business 160: Entrepreneurship
Course Syllabus

Professor: Bruce Tatarian    Semester: Summer 2010
Email: btatarian@saddleback.edu    11 Classes: 5/24 – 6/30/10
Phone: 949.525.2400 m    Ticket #: 14290
Classroom: ATEP (Advanced Tech & Ed Park)    Time: Mon & Wed 6:00-9:50 PM
Location: http://www.atep.us/about/location.asp  (corner of Red Hill and Valencia, in Tustin)

DESCRIPTION
Practical hands-on business course designed for students interested in starting their own business and/or the newly founded business. The course focuses on the steps necessary to create, maintain, modify and market the new business from an entrepreneurial perspective. Students will develop a business plan, find ways to secure financing, develop a mentoring relationship and learn marketing techniques.

COURSE OBJECTIVES - Upon completion of this course, the student will be able to:
1. Differentiate among the various forms of business organizations.
2. Identify and evaluate which form of business organization is best suited for his or her venture.
3. Describe the various attributes of a Sole Proprietorship, General Partnership, Closely Held Corporation, Limited Liability Company, Franchise and other business organization.
4. Demonstrate the manners in which the various business organizations pay income taxes.
5. Explain the different tax obligations of the start up business.
6. Prepare a business plan for the new business.
7. Design a unique marketing plan to target prospective clients or customers.
8. Compile detailed marketing analysis for use in the business
9. Describe the nature of business management as it applies to the business model.
10. Evaluate the various sources used to finance a business
11. List the licensing requirements for prospective business.
12. Formulate a mentoring or coaching plan.
13. Recognize and record a maintenance schedule.

STUDENT RESOURCES

A. Textbook: Mandatory - Course Requirement
- Students are required to bring the textbook to each class meeting.

Software:
• BizBuilder - Download at:
• Business Plan Pro ( CD included with textbook )

B. Web Sites: Access as Needed:
Blackboard: http://socccd.blackboard.com/webapps/login/ Contains Lecture and Course Material
MySite: https://www1.socccd.cc.ca.us/portal/ Student's Personal College Web Site and Email Account
Publisher: http://wps.prenhall.com/chet_mariotti_entrepreneur_2/ Text Companion Site
ASSIGNMENTS AND TESTS

A. Exams
At least three (3) Unit Exams will be given. All of the course content will be discussed during class. The exams will be designed to prompt the student’s thought process regarding their individual business plans. **NOTE:** STUDENTS WILL NOT BE ALLOWED TO MAKE UP UNIT EXAMS UNLESS AN EMERGENCY SITUATION EXISTS AND THE STUDENT DISCUSSES THE SITUATION WITH THE INSTRUCTOR IN ADVANCE.

B. Assignments
The course entails both in-class and out-of-class writing assignments. Assignments are due at the beginning of the next class meeting unless otherwise directed. No late assignments will be accepted.

C. Reading
Students must complete all assigned reading, including textbook chapters before class. Students are expected to be prepared to discuss assigned topics including the chapter-end exercises, questions, and case studies.

POLICIES AND PROCEDURES

A. Attendance
It is not necessary to contact the professor to advise of an anticipated absence. However, class attendance is an essential element of this course, thus instructor reserves the right to drop a student without notice for excessive absences according to district policy.

B. Calculation of Course Grade
Student evaluation will use all of the following: exams, quizzes, in-class writing assignments, out-of-class writing assignments, presentations, class participation, completion of a business plan, and other evaluative exercises designed to ensure the course objectives are met.

The Course Grade will be weighted as follows:

- 35% Unit Exams
- 35% Business Plan
- 30% Average of all quizzes, in-class assignments, & homework
- 100%

Participation in class discussion is greatly encouraged, and will be taken into account in borderline cases to raise the final grade. Excessive absence from class will be taken into account in borderline cases to lower the final grade.

C. Electronic Communication Equipment
Please turn off all telephonic or other personal communication devices during class. Laptops for note taking and reference relevant to the class discussion are OK.

D. General Information
Refer to Class Details Saddleback Web Site for information relating to dates for refunds, dropping the course, and election of credit or no-credit. It is the responsibility of the student to drop the course. Uncompleted course work may result in a grade of "F" for drop or withdrawals not properly processed by the student through the Office of Records, Admissions and Enrollment.

E. Code of Conduct
The rules governing student behavior and the academic honor code will be strictly enforced as set forth in the Saddleback College Student Handbook and Students’ Rights and Responsibilities of the Saddleback College Catalog.
Reading assignments must be completed before class meeting regardless of the pace of the lecture.

The student is responsible for all material covered in the assigned reading, even if it is not covered in the lecture.

<table>
<thead>
<tr>
<th>DATE</th>
<th>CLASS #</th>
<th>TOPIC / ACTIVITY</th>
<th>READING ASSIGNMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon 5/24</td>
<td>1</td>
<td>Recognize Opportunities The Business Plan</td>
<td>Chapter 1 Chapter 2</td>
</tr>
<tr>
<td>Wed 5/26</td>
<td>2</td>
<td>Creating Business from Opportunity Exploring Your Market</td>
<td>Chapter 3 Chapter 4</td>
</tr>
<tr>
<td>Mon 5/31</td>
<td></td>
<td>MEMORIAL DAY – NO CLASS</td>
<td></td>
</tr>
<tr>
<td>Wed 6/2</td>
<td>3</td>
<td>Marketing Mix Selling &amp; Customer Service</td>
<td>Chapter 5 Chapter 6</td>
</tr>
<tr>
<td>Mon 6/7</td>
<td>4</td>
<td>Managing Start-Up, Fixed, &amp; Variable Costs</td>
<td>Chapter 7</td>
</tr>
<tr>
<td>Wed 6/9</td>
<td>5</td>
<td>Financial Statements</td>
<td>Chapter 8</td>
</tr>
<tr>
<td>Mon 6/14</td>
<td>6</td>
<td>Cash Flow &amp; Taxes</td>
<td>Chapter 9</td>
</tr>
<tr>
<td>Wed 6/16</td>
<td>7</td>
<td>Financing Strategy</td>
<td>Chapter 10</td>
</tr>
<tr>
<td>Mon 6/21</td>
<td>8</td>
<td>Legal Issues &amp; Managing Risk Operating for Success</td>
<td>Chapter 11 Chapter 12</td>
</tr>
<tr>
<td>Wed 6/23</td>
<td>9</td>
<td>Management, Leadership, &amp; Ethics Franchising, Licensing, &amp; Harvesting</td>
<td>Chapter 13 Chapter14</td>
</tr>
<tr>
<td>Mon 6/28</td>
<td>10</td>
<td>Student Business Plan Presentations</td>
<td></td>
</tr>
<tr>
<td>Wed 6/30</td>
<td>11</td>
<td>Student Business Plan Presentations FINAL BUSINESS PLAN DUE</td>
<td></td>
</tr>
</tbody>
</table>