

SADDLEBACK COLLEGE

BUSINESS SCIENCE DIVISION

Business 160: Entrepreneurship Course Syllabus

Professor:	Bruce Tatarian	Semester:	Spring 2010
Email:	btatarian@saddleback.edu	16 Classes:	1/14 – 5/6/10
Phone:	949.525.2400 m	Ticket #:	19305
Classroom:	BGS-255	Time:	Thursday 6:00-8:50 PM
Location:	Map: http://www.saddleback.edu/maps/documents/map.pdf		

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

Entrepreneurship: Starting and Operating a Small Business, 2nd Edition (© 2010, 2007), Steve Mariotti & Caroline Glackin. (Prentice Hall)

- Students are required to bring the textbook to each class meeting.

Software:

- **BizBuilder** - Download at:
http://wps.prenhall.com/chet_mariotti_entrepreneur_2/105/26905/6887732.cw/index.html)
- **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
<u>30%</u>	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.

SEMESTER SCHEDULE

(Updated 25-Nov-10)

Entrepreneurship (Bus-160) - Spring 2010

- 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.

DATE	WEEK	TOPIC/ACTIVITY	READING ASSIGNMENT
14-Jan	1	Recognize Opportunities The Business Plan	Chapter 1 Chapter 2
21-Jan	2	Creating Business from Opportunity	Chapter 3
28-Jan	3	Exploring Your Market	Chapter 4
4-Feb	4	Marketing Mix	Chapter 5
11-Feb	5	Selling & Customer Service	Chapter 6
		UNIT EXAM #1, Chapters 1 - 6	
18-Feb	6	Managing Start-Up, Fixed, & Variable Costs	Chapter 7
25-Feb	7	Financial Statements	Chapter 8
4-Mar	8	Cash Flow & Taxes	Chapter 9
11-Mar	9	Financing Strategy	Chapter 10
		UNIT EXAM #2, Chapters 7 – 10	
18-Mar		SPRING BREAK – NO CLASS	
25-Mar	10	Legal Issues & Managing Risk	Chapter 11
1-Apr	11	Operating for Success	Chapter 12
8-Apr	12	Management, Leadership, & Ethics	Chapter 13
15-Apr	13	Franchising, Licensing, & Harvesting	Chapter 14
		UNIT EXAM #3, Chapters 11 – 14	
22-Apr	14	Student Business Plan Presentations	
29-Apr	15	Student Business Plan Presentations	
6-May	16	Student Business Plan Presentations	
20-May		FINAL EXAM – TBD	