

SADDLEBACK COLLEGE

BUSINESS SCIENCE DIVISION BUSINESS 289: SPECIAL TOPICS: ENTREPRENEURSHIP COURSE SYLLABUS

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Professor: Melissa Allen
Email: mallen24@saddleback.edu
Office Hours: TBA
Time: M/W 6:00-9:50 PM

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.

1. STUDENT RESOURCES

A. Textbook: Mandatory - Course Requirement

Entrepreneurship: Starting and Operating a Small Business, Steve Mariotti. (Prentice Hall) (2nd edition)

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

Software: Business Plan Pro (Included in Textbook)

B. Web Sites: Access as Needed Description

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

C. Browsers

Each course at Saddleback College has a class web site. See above for the URL for this course. Please bookmark the location for easy access.

The college district supports and recommends the use of one of two browsers, Firefox and Netscape, when visiting any of the college web sites. We are experiencing difficulties with the new Internet Explorer 7 when accessing Blackboard, so it is not recommended at this time.

It is recommended that students go to the publisher's web site to obtain a free download of the most current version of the browser software. Reminder: Install after the download

Firefox: <http://www.mozilla.org/products/firefox> **HIGHLY RECOMMENDED**

Netscape: <http://browser.netscape.com/ns8>

In order to use Blackboard, please set browser preferences to accept *Cookies*.

2. ASSIGNMENTS AND TESTS

A. Tests

This course is designed as a hybrid course. All the content of the course is delivered in live lecture. All of the testing is done online in Blackboard. The tests that will be given online are **not typical tests**. They are designed to prompt student's ideas regarding their designed business plans. The questions that will be posed on the tests have **no right or wrong answer**. The questions are designed to motivate students to think about the components of their business plan. **NOTE: STUDENTS WILL BE UNABLE TO MAKE UP TESTS UNLESS AN EMERGENCY SITUATION EXISTS AND THE STUDENT DISCUSSES THE SITUATION WITH THE PROFESSOR IN ADVANCE.**

B. Assignments

The course entails both in-class writing assignments as well as out of class writing assignments. Grading of the assignments is done on a completed/not completed basis. If students complete their assignments, they will receive full credit. However, if student's fail to complete their assignments they will receive no credit. **NOTE: I DO NOT ACCEPT LATE ASSIGNMENTS FOR CREDIT.**

3. POLICIES AND PROCEDURES

A. Attendance

It is not necessary to contact the professor to advise her of an anticipated absence. Due to the short class schedule, students can only miss 1-½ classes without being dropped.

B. Calculation of Course Grade

Evaluation will use on or more of the following: tests, in-class writing journal, out of class writing assignments, presentations, class participation, completion of a business plan, and other evaluative exercises designed to ensure that the course objectives are met.

Assignments and exams will be given points according to the following scale:

Writing Assignments/Class participation/Presentations-100 pts

Exam # 1-100 pts

Final Exam-100 pts

Business Plan-200 pts

Total Pts=500pts

Your percentage of achievement will be computed by dividing your cumulative point total by 500.

Ex: Writing Assignments/Class Participation/Presentations-90 pts

Exam 1-80 pts

Final Exam-90 pts

Business Plan-180 pts

440/500= 88% B

90-100%-A

80-89%-B

70-79%-C

60-69%-D

C. Cell Phones, iPods, PDAs and Other Electronic Equipment

Please turn off all cell phones, iPods, PDA's and other electronic equipment in class.

D. General Information

Course Drop Information:

Refer to Class Details Saddleback Web Site for information relating to dates for refunds, dropping the course and election for 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 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.