# Saddleback College - Business Science Division

## Bus 160 - Entrepreneurship

### Course Syllabus

<table>
<thead>
<tr>
<th>Class Title:</th>
<th>Entrepreneurship</th>
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<tbody>
<tr>
<td>Course Number:</td>
<td>BUS-160, Ticket #14550</td>
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<tr>
<td>Units:</td>
<td>3</td>
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<td>Dates:</td>
<td>February 7 – May 19, 2010</td>
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<tr>
<td>Days:</td>
<td>Wednesdays, 6:00 – 9:20 p.m.</td>
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<tr>
<td>Room:</td>
<td>BGS 200</td>
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### Instructor Information

Rebecca Knapp, MBA  
Email: rknapp@saddleback.edu  
Office Phone: (949) 582-4613

### Course Description

Practical hands-on business course designed for students interested in starting their own business or for the new business owner. The course focuses on the legal steps necessary to create and maintain a sole proprietorship, general partnership, limited liability company, closely held corporation or other business organization appropriate to the business. Students will evaluate the benefits and risks of business ownership and learn skills to manage and market the business from an entrepreneurial prospective. Students will create a business plan and develop strategies to secure financing.

### Required Course Textbook


### Course Objectives

Upon completion of this course, the student will be able to:

1. Identify and analyze the risk versus the benefits of being an entrepreneur.
2. Evaluate types of business organizations and select the appropriate legal structure for the business.
3. List all the steps necessary to legally form the appropriate legal structure.
4. Research and develop a business plan for all aspects of the creation and maintenance of the business.
5. Compare and contrast options to secure venture capital.
6. Explain parts of a financial statement.
7. Give examples of fixed and variable costs in a business.
8. Summarize techniques to market and promote the business.
9. Develop a plan to secure a mentor/business coach to give counsel and assist in early business stages.
10. Categorize all types of insurance required for the business.

### Class Format

This class is a dynamic combination of lecture, discussion, group activities and individual participation – all geared toward expanding your knowledge of the subject matter. A BlackBoard classroom is also available to supplement in-class work and provide an online resource for all course materials. Be prepared to participate in class discussions by keeping up with assigned readings/homework and contributing thoughtful questions and input.

### Important Deadlines

- Feb. 22 .................Last day to add classes online with add permit code
- Feb. 16 .................Last day to drop for refund
- Mar. 2 .................Last day to apply for Pass/No Pass
- Mar. 2 .................Last day to drop without a "W" grade
- Apr. 13 .................Last day to drop with a "W" grade

Please refer to the Schedule of Classes for more information on department contacts, policies and procedures of registration, financial aid and other administrative matters.
HOW, WHEN AND WHERE TO FIND REBECCA

Office Hours
I am most readily available by email. Otherwise, I can be found in BGS 226, Office 211 Mondays through Thursdays from 8:30 – 9:00 a.m., and online from 4:00 – 6:00 p.m. on Wednesdays and 2:00 – 3:00 p.m. on Thursdays. If you call and I do not answer, leave a message and I will get back to you within 24-48 hours.

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Or, you can always reach me at

Office: (949) 582-4613
E-mail: rknapp@saddleback.edu
COURSE POLICIES

Technology in the Classroom
Please turn your cell phone off (or at least to "silent") upon entering the classroom, and refrain from texting during class. Laptops are permitted in the classroom, with the understanding that they are used for note-taking and in-class activity purposes only.

Attendance
Regular attendance will adversely affect your learning and ultimately, your grade. Please contact me prior to class if you must miss class, and see the student handbook and college catalog for a summary of student responsibilities and college regulations related to attendance.

Make-Up Tests & Late Assignments
Make-up tests will be granted only if the instructor approves the absence prior to the test. Assignments are considered late if they are turned in any time after the day of class they are due. Late assignments will have the grade reduced by one level (A to B, etc.) if turned in within one week of the due date. After eight days, and unless there are extenuating circumstances, the assignment will be given a zero.

Plagiarism Policy
Academic integrity is taken very seriously in this course. Plagiarism is any conduct in academic work or programs involving misrepresentation of someone else’s words, ideas or data as one’s original work. Cheating is the use of any unauthorized materials, or information in academic work, records or programs, the intentional failure to follow express directives in academic work, records or programs, and/or assisting others to do the same.

You are responsible for authenticating any assignment submitted to an instructor. If asked, you must be able to produce proof that the assignment you submit is actually your own work. Therefore, I recommend that you engage in a verifiable working process: Keep copies of all drafts of your work, make photocopies of your research materials, write summaries of research materials, save writing center receipts, keep logs or journals of your work, save drafts/revisions of assignments under different file names, etc. The inability to authenticate your work, should I request it, is sufficient grounds for failing the assignment.

Academic dishonesty, including, but not limited to falsification, plagiarism, cheating or fabrication, which compromises the integrity of an assignment, a college record or a program is in violation of Saddleback College’s student Code of Conduct. Please review your Student Handbook to fully understand your responsibilities within this important college policy.

Americans with Disabilities Act
Students with disabilities who need accommodations to achieve course objectives should file an accommodation application with Special Services and provide a written plan of accommodation to instructors prior to any accommodations being provided. Contact a Counselor/Specialist or the Director of Special Services at SSC 113 or (949) 582-4885 for assistance with this process.
ASSIGNMENTS

Reading Assignments
Complete assigned readings before class. Come prepared to discuss them and share examples.

Weekly Participation
You are expected to thoughtfully contribute to lectures, discussions and activities at least once (preferably more) in every class session to earn full participation credit.

Weekly Quizzes
Each class meeting will conclude with a short quiz of the latest material covered. Weekly quizzes cannot be made up without making prior arrangements with your instructor.

In-Class Projects/Activities
Throughout the semester, we will complete a number of projects or activities in class. Requirements and grading criteria will vary and be included with each assignment. In-class projects/activities required class attendance and cannot be made up.

Movie Review
During the semester, we will watch an entrepreneurship-related movie that you will be expected to watch, analyze and critique. You will be expected to write a detailed explanation to the questions that you will be presented with. Students should be able to develop creative and insightful responses.

Interview with an Entrepreneur
Students will interview an entrepreneur that has developed a successful business model. Students must choose an entrepreneur that has developed a business that has been in existence for over two years, and has a minimum of three employees.

Please don’t forget to include relevant information in your report (name of entrepreneur, name of company, and any other information that you might believe to be pertinent). The report could include the following questions (you must have a minimum of 10):

- Was this your dream or passion? Are you happy what you are doing?
- How did you get your initial idea? What was your initial purpose or goal?
- Were your friends and family detrimental or supportive of your initial business idea?
- Where/how did you raise the initial capital for your business? Do you have any partners or investors?
- Were there any groups/individuals or personal ideals that influenced your initial idea?
- Were there any barriers to entry?
- Are there competitors within your industry? How have you dealt with them?
- What were your initial expectations? Did you expect to make a loss/profit?
- Were you able to obtain assistance from the SBA, SCORE, or any other individual/institutions?
- What was your initial investment (some individuals may decline to answer this question)?
- Where do you see your organization in both the short and long-term?
- If you could, what would have changed to increase your success?
- If you could describe the characteristics of an entrepreneur, what would they be?

ALTERNATIVE OPPORTUNITY: A wildly-popular alternative to this written assignment is to arrange for an entrepreneur to visit our class as a guest speaker. They must meet the same requirements: They have developed a business that has been in existence for over two years, and has a minimum of three employees. If you prefer to take this route, talk to me in advance for approval, scheduling and parking arrangements.
Business Plan
Each student is expected to complete or contribute to a comprehensive new business plan. Students can do this project individually or in teams of up to four people. Further details on this assignment will be shared separately.

Final Exam
The final exam will be a comprehensive review of all material covered in the course throughout the semester. For this class, it is scheduled for Wednesday, May 18th from 5:15 – 7:15 p.m.

GRADING

Course Evaluation
- Weekly Participation 70 points total  (13 weeks x 5 points each)
- Weekly Quizzes 130 points total (13 quizzes x 10 points each)
- In-Class Projects/Activities 200 points total (varying projects and value)
- Movie Review 100 points
- Interview with an Entrepreneur 100 points
- Business Plan Peer Group Project 300 points total
  - Topic 10 points
  - Milestone #1 50 points
  - Milestone #2 50 points
  - Milestone #3 50 points
  - Milestone #4 50 points
  - Presentation 100 points
  - Peer Review 40 points
- Final Exam 100 points

Total Possible 1,000 points

Grading Scale: A = 90-100%  B = 80-89%  C = 70-79%  D = 60-69%  F = 59% and below
# COURSE SCHEDULE AND CONTENT OUTLINE

*(Subject to Revisions and Unexpected Changes)*

## Week and Topics Covered

<table>
<thead>
<tr>
<th>Date</th>
<th>In-Class Activities</th>
<th>Homework</th>
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<tbody>
<tr>
<td>2/9</td>
<td>Syllabus Review</td>
<td>Read Chapters 1-3</td>
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</tbody>
</table>
| 2/16 | Chapter 2: The Economics of One Unit  
Chapter 3: Create Business From Opportunity | Read Chapter 4  
Finalize Milestone #1 with Team |
| 2/23 | Business Plan Milestone #1 Due  
Chapter 4: Exploring Your Market | Read Chapter 5 |
| 3/2  | Chapter 5: Developing the Right Market Mix | Read Chapter 6  
Finalize Milestone #2 with Team |
| 3/9  | Business Plan Milestone #2 Due  
Chapter 6: Smart Selling/Effective Customer Service | Enjoy Your Break! |

## SPRING BREAK – NO CLASS!

<table>
<thead>
<tr>
<th>Date</th>
<th>In-Class Activities</th>
<th>Homework</th>
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| 3/23 | In-Class Video Review Project | Read Chapter 7-8  
Write Video Review |
| 3/30 | Video Review Project Due  
Chapter 7: Start-Up, Fixed and Variable Costs  
Chapter 8: Financial Statements | Read Chapter 9 |
| 4/6  | Chapter 9: Cash Flow and Taxes | Read Chapter 10  
Finalize Milestone #3 with Team |
| 4/13 | Business Plan Milestone #3 Due  
Chapter 10: Financing Strategy: Debt, Equity, Both? | Read Chapter 11-12 |
| 4/20 | Chapter 11: Addressing Legal Issues & Managing Risk  
Chapter 12: Operating for Success | Read Chapter 13  
Finalize Interview w/an Entrepreneur Paper |
| 4/27 | Business Plan Milestone #4 Due  
Chapter 13: Management, Leadership & Ethics | Read Chapter 14 |
| 5/4  | Interview with an Entrepreneur Due  
Chapter 14: Franchising, Licensing and Harvesting | Finalize Business Plan Presentation |
| 5/11 | Business Plan Presentations/Plans Due | Review Notes and Readings for Final |

**FINAL EXAM - Wednesday, May 18th from 5:15 – 7:15 p.m.**