

MIDSTATE COLLEGE
411 W. NORTHMOOR RD. PEORIA, IL 61614
(309) 692-4092 (800) 251-4299
Winter 2018

Course number and name: MGT 380 Entrepreneurship

Credit Hours: 4 quarter hours

Method of Delivery: Online

Course Description: This course presents elements of entrepreneurship highlighting successful characteristics. The functions of the entrepreneur will be explained and illustrated. Students will examine personal and commercial strategies that can be used in establishing new business ventures.

Text(s) & Manual(s): Entrepreneurship: The Art, Science, and Process for Success (Second Edition), 2016
Bamford, Charles E. and Bruton, Garry D.
McGraw-Hill Education, New York, NY
ISBN: 978-0-07-802318-7

Hardware/Software requirements: Microsoft PowerPoint and the minimum requirements to view and listen to audio.

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

1. Identify and analyze the importance and relevance of entrepreneurship.
2. Analyze consumer needs and identify business opportunities.
3. Distinguish characteristics of a successful entrepreneur.
4. Analyze and utilize financial documents and resources to operate a business.
5. Differentiate various business legal structures.
6. Analyze market research and outline marketing strategies.
7. Distinguish benefits, advantages, and disadvantages of franchising and licensing.
8. Outline key components of a superior business plan.

Midstate Grading Scale:

90	100	A
80	89	B
70	79	C
60	69	D
0	59	F

Midstate Plagiarism Policy: Matters related to academic honesty or contrary action such as cheating, plagiarism, or giving unauthorized help on examinations or assignments may result in an instructor giving a student a failing grade for that academic effort and also recommending the student be given a failing grade for the course and/or be subject to dismissal.

Plagiarism is using another person's words without giving credit to the author. Original speeches, publications, and artistic creations are sources for research. If you use the author's words in your papers or assignments, you must acknowledge the source. Plagiarism is strictly against the academic policy of the college and is grounds for failing the course. If repeated, plagiarism may result in suspension from the college.

Instructor Information:

Instructor: Dr. Brian Young Ph.D
Midstate e-mail: bjyoung@midstate.edu
Office Phone: 309-692-4092
Office Hours: Wednesdays 5-6

Student Success:

The Office of Student Success is available to students seeking tutoring for individual classes or who need assistance with writing assignments. Information is also available on test taking techniques, how to take notes, developing good study skills, etc. Contact Student Success in Room **218** (in person); (309) 692-4092, extension **2180** (phone); studentsuccess@midstate.edu (email).

Participation Requirements:

The material presented is highly involved and builds upon itself. Once a student falls behind, it can be extremely difficult to catch up. Regular attendance is expected online i.e.: in order to be marked 'present' for any given week, a student must submit "substantial gradable work". Please see the attendance and participation requirements found in the student E-learning guide.

Policies and Procedures:

- 1. Late work:** Late work is not accepted and will result in a zero percent on any/all late assignments. Only in extreme extenuating circumstances will late work be accepted (and even in such circumstances, the student has the responsibility to notify the instructor in a timely manner and seek approval for extensions). Even if extensions are granted, late penalties in grading will still apply at the discretion of the instructor.
- 2. eLearning Sessions:** In accordance with Midstate College policies, class material will be made available on Monday at 12:00 p.m. of that week (see dates in the Course Outline below) and will remain available until the following Monday until 8:00 a.m. This allows students one week to access the lecture and related material for that week's session, take the quiz, and participate in the mandatory discussion and summary boards (see my discussion/summary expectations document).
- 3. All Writing Assignments:** This includes, but is not limited to, papers, essays, projects, essay questions on exams, homework assignments, and summaries. These assignments will supplement the textbook, additional readings, and online lectures to further your understanding and application of course material. Assignments may be turned in online via Turnitin (our online plagiarism software). Late papers will not be accepted (see above policy on late work). I expect college-level writing, appropriate for the level of class this is, and such writing will be graded on spelling and grammatical errors (run-on sentences, punctuation, etc) in addition to content.
- 4. Academic dishonesty:** Cheating / plagiarism in any form will not be tolerated in this course and may result in the dismissal/suspension from the course/program/college. It is expected that all coursework submitted by a student is his/her own work. Not knowing the rules of plagiarism is not a valid defense. Check with me if you are not clear on what constitutes plagiarism.
- 5. Syllabi changes:** The instructor reserves the right to change this syllabus at any time. Students will receive timely notice of all such changes via announcements made online in Joule and/or via email.

Participation Requirements:

In class: Students are expected to be in class during each on campus session. Attendance is taken for each class session, and reported to the college. Likewise, students may receive credit for attending (and participating in) class. In the event of an absence, even if it was approved by the instructor ahead of time, the student will lose any/all points associated with participation.

eLearning: Students must submit substantial gradable work in order to be marked as present for each week (see the Midstate eLearning policy on attendance in the student eLearning handbook). Each week extends from Monday at 12:00 PM to the following Monday at 8:00 AM. However, the instructor has the right to set due dates at their discretion within each week. For instance, initial discussion posts are due **Thursday nights by Midnight**. Certain assignments, exams, and papers/projects may be due mid-week at specified days and times.

Flex Learning: Flex courses are taught both on-campus and through eLearning. Flex courses offer personalized learning where students can choose each week whether they want to attend on-campus, via eLearning, or both.

*Students who attend in-class are not required to do the discussion and summary online for that week, however they may be asked to submit other work in Joule.

*Students who attend online are required to do ALL work (assignments, discussions, summaries, etc) online.

Examination Information:

There will be a pretest and posttest in the course. While these are not formally graded, it is essential that you take them seriously. They provide you, the instructor, and the college feedback in regards to how the class is meeting students' needs. There will be other exams throughout the class. It is imperative that students prepare and allot ample time to successfully complete the exams. Exams may include true/false, multiple choice, matching, short answer, and essay questions.

Methods of Evaluating Student Performance:

- Written assignments will assess students' critical thinking ability.
- Weekly Discussions and Summaries will assess students' understanding of core concepts.
- Exams are geared to assess students' understanding and advanced application.
- Projects, papers, and other activities are designed to put theory into practice for students to hone skills and interact with course material in a meaningful way.

*Projects/papers are the core assessment features for this course and failing to complete the projects will result in a failing grade. No make-up work will be accepted if these projects and activities are not completed on time unless written documentation is provided that shows extenuating circumstances.

Course Grading Scale:

Participation (Weekly Discussions and Summaries)	25%
Assignments	25%
Assessments (Quizzes/Exams)	25%
Final Project	25%

Weekly Schedule:

WEEK 1:

Objective(s):

Course objective #1: Identify and analyze the importance and relevance of entrepreneurship.

Course objective #3: Distinguish characteristics of a successful entrepreneur.

Assignments

1. Read the Introduction and Chapter 1
2. Complete weekly assignments as assigned in class and/or in the online course

WEEK 2:**Objective(s):**

Course objective #1: Identify and analyze the importance and relevance of entrepreneurship.

Course objective #2: Analyze consumer needs and identify business opportunities.

Course objective #3: Distinguish characteristics of a successful entrepreneur.

Assignments

1. Read Chapter 2 and Chapter 3
2. Complete weekly assignments as assigned in class and/or in the online course

WEEK 3:**Objective(s):**

Course objective #2: Analyze consumer needs and identify business opportunities.

Course objective #4: Analyze market research and outline marketing strategies

Assignments

1. Read Chapter 4.
2. Complete weekly assignments as assigned in class and/or in the online Joule course

Final Project Assigned: See final project requirements online

WEEK 4:**Objective(s):**

Course objective #8: Outline key components of a superior business plan.

Assignments

1. Read chapter 5
2. Complete weekly assignments as assigned in class and/or in the online Joule course

WEEK 5:

Objective(s):

Course objective #4: Analyze and utilize financial documents and resources to operate a business

Assignments

1. Read Chapter 6 & 7
2. Complete weekly assignments as assigned in class and/or in the online Joule course

WEEK 6:**Objective(s):**

Course objective #4: Analyze and utilize financial documents and resources to operate a business

Assignments:

1. **Midterm Examination**
2. Read Chapter 8
3. Complete weekly assignments as assigned in class and/or in the online Joule course

Midterm Exam**Week 7:****Objective(s):**

Course objective #5: Differentiate various business legal structures.

Assignments

1. Read Chapter 9
2. Complete weekly assignments as assigned in class and/or in the online Joule course

WEEK 8:**Objective(s):**

Course objective #5: Differentiate various business legal structures.

Assignments

1. Read Chapter 10
2. Complete weekly assignments as assigned in class and/or in the online Joule course

WEEK 9:**Objective(s):**

Course objective #6: Analyze market research and outline marketing strategies.

Assignments

1. Read Chapter 11
2. Complete weekly assignments as assigned in class and/or in the online Joule course

WEEK 10:

Objective(s):

Course objective #4: Analyze and utilize financial documents and resources to operate a business.

Course objective #8: Outline key components of a superior business plan.

Assignments

1. Read Chapter 12
2. Complete weekly assignments as assigned in class and/or in the online Joule course

Final Project Due

WEEK 11:

Objective(s):

Course objective #7: Distinguish benefits, advantages, and disadvantages of franchising and licensing.

Course objective #8: Outline key components of a superior business plan.

Assignments

1. Read Chapter 13
2. Complete weekly assignments as assigned in class and/or in the online Joule course

WEEK 12:

Objective(s):

Course objective #7: Distinguish benefits, advantages, and disadvantages of franchising and licensing.

Assignments

1. Read Chapter 14
2. Complete weekly assignments as assigned in class and/or in the online Joule course

Final Exam