



COURSE OUTLINE

COURSE NO: BUS 266

COURSE NAME: BUSINESS ENTREPRENEURSHIP

CREDIT HOURS: 3

LECTURE HOURS: 3 LAB HOURS: 0

DATE: FALL 2007

INSTRUCTOR: MARC NEWMAN

PREREQUISITES: Bus 110

APPROVED BY: SUE CHIKI

COURSE DESCRIPTION:

This course provides an overview of the many steps involved in the conception and development of a new business enterprise. Topics covered include analysis of business opportunities, basic market research, start-up financing and business site selection. Special consideration is devoted to the encouragement and nurturing of the entrepreneurial spirit.

COURSE OBJECTIVES:

1. To illustrate the steps involved in creating a new business.
2. To foster awareness of the effects of the competitive environment upon emerging businesses.
3. To expose students to organizational decision-making
4. To develop a better knowledge of the relevant legal and ethical aspects of operating a business.
5. To acquaint students with the application of marketing and industry research principles.
6. To demonstrate the applicability of the Internet for marketing purposes

SUCCESS SKILLS:

Upon the successful completion of this course, the student will have demonstrated a level of competency (developing or established) for the following skills

A. Communicate Effectively

- A1. Reads, comprehends, analyzes and evaluates various types of writing
- A2. Logically organizes, develops and communicates an idea or position
- A3. Adapts communications to audience, situation and purpose
- A4. Uses, prewriting, drafting, revising and editing techniques
- A5. Uses appropriate grammar, punctuation, spelling and syntax
- A6. Writes effective business/technical communications, including memos, letters and reports
- A7. Develops and conveys instructions and procedures clearly
- A8. Demonstrates public speaking skills
- A9. Applies effective listening techniques
- A10. Uses and perceives non-verbal cues

D. Maintains Professional Skills and Attitudes

- D1. Practices job search techniques, including constructing resumes and participating in interviews
- D2. Demonstrates initiative
- D3. Meets performance expectations
- D4. Follows organizational policies and procedures
- D5. Recognizes organization structure and uses chain of command
- D6. Exhibits knowledge of basic principles of supervision and leadership'
- D7. Sets priorities and manages time efficiently in accordance with priorities
- D8. Uses and applies pertinent technology , including computers
- D9. Adheres to health and safety standards and procedures , and plans how to react in emergencies
- D10. Demonstrates promptness and regular attendance
- D11. Maintains image consistent with technology standards

COURSE MATERIALS:

TEXT: Ryan, J.D. and Hiduke, Gail P. , Small Business- An Entrepreneur's Business Plan, 7th Edition ©2006, South-Western Publishing. ISBN: 0324233434

The following, minimum hardware configurations will be necessary for you to access all course materials online:

Minimum PC Configuration:

Pentium processor
 16 MB RAM
 500 MB hard disk space
 15" color monitor
 28.8 Kpbs modem
 500 MB hard disk space
 Windows 95
 CD ROM also highly recommended

Minimum Mac Configuration:

120 Mhz. Power PC
 16 MB RAM
 500 MB hard disk space
 15" color monitor
 28.8 Kpbs modem
 Macintosh OS 7.5 or later
 15" color monitor
 CD ROM also highly recommended

You should also have the following, minimum software packages:

- Netscape Navigator/Communicator 4.6 or higher. This can be downloaded for free from [Netscape](#).
- Internet Explorer 4 or higher. This can be downloaded for free from [Microsoft](#)
- Word processing software
- E-mail software (included in most browsers such as Netscape)

POLICY REGARDING HONESTY:

Honesty and integrity are major elements in professional behavior and are expected of each student. This is part of the Success Skill "Maintains Code of Ethics." All work is assumed to be your own unless special permission is granted from the instructor or sources are appropriately cited. It is expected that you will be honest in all endeavors related to

the completion of this course, just as you must be in all activities at work.

The definition of academic misconduct that is provided in the Hocking College Student Guide applies to this course and all other courses that you are taking at the College. It is a Code I Offense:

- A. Academic Misconduct refers to dishonesty in examination (cheating); presenting the ideas or writing of someone else as one's own (plagiarism); knowingly furnishing false information to the college by forgery, alteration, or misuse of college documents, records or identification.

- B. Academic dishonesty includes but is not limited to:
 - 1. Permitting another student to plagiarize or cheat from your work.
 - 2. Submitting an academic exercise, written work, project, or computer program that has been prepared totally or in part by another.
 - 3. Improperly acquiring knowledge of the contents of an exam.
 - 4. Using unauthorized material during an exam.
 - 5. Submitting the same paper in two different courses without knowledge and consent of all faculty members involved.
 - 6. Obtaining academic material through stealing or other unauthorized means.
 - 7. Falsification of research findings and methodology.

- C. Cheating is unacceptable behavior in all HockingCollege courses. A student observed or found to be cheating on a test or assignment in this course will receive a zero grade for that assignment. A written report of the incident, signed by the instructor and the student, will be submitted to the Campus Judiciaries Office. Should a second incident of cheating occur in any course, the student will again be referred to the Campus Judiciaries Office, and if the incident is in the same course the student will get a failing grade for that course.

Further information pertaining to Academic Misconduct can be found by contacting the Office of Campus Judiciaries, Oakley 210, or by referring to the Student Guide found on the HockingCollege website (www.hocking.edu).

STUDENT GRIEVANCE DUE PROCESS PROCEDURES:

Due process procedures for the College are located in the Student Code of Conduct, Policy & Procedures Manual, 1993-94, published by the Student Affairs Office, Oakley 210.

STUDENT INSURANCE COVERAGE:

Hocking College insurance does not cover a student in cases of an accident or illness. Students are responsible for providing their own health and accident insurance. The Hocking College Health Center provides information on a student health insurance plan.

Please see the Health Center (JL241) for information on costs, coverage, and how to enroll in the plan.

STUDENTS WITH LEARNING DISABILITIES:

If you have been diagnosed with a disability that hinders your academic success, please immediately contact the Access Center/Office of Disabilities Services in JL 249 for special accommodations.

INSTRUCTOR CONTACT INFORMATION:

Office: JL 353 Phone: (740) 753-7167

Business Department Phones (740) 753-7201 or (740) 753-7204

Email address: NEWMAN_M@HOCKING.EDU

HOCKING COLLEGE

EVALUATION OF THE STUDENT

COURSE NO. BUS 266

COURSE NAME: BUSINESS ENTREPRENEURSHIP

INSTRUCTOR: MARC NEWMAN

DATE PREPARED: FALL 2007

The objective of the instructor is to help the student learn how to apply the principles of creative modern entrepreneurship to basic business decision-making situations. The purpose of evaluation is to indicate, to some degree, the extent to which the student has learned.

Learning is a shared responsibility between the instructor and student. The process of evaluation, although the ultimate responsibility of the instructor, should also be shared with the student. Certainly, the student should be aware at any point in time what his/her status is, in terms of accomplishment.

SPECIFIC FACTORS

1. **ASSIGNMENTS:**

Specific selected chapters of the textbook are required reading for this course. Students will be expected to read the course objectives and study guide for each chapter before carefully reading the text chapters.

2. **GRADING PROCEDURE:**

There will be a short quiz after each chapter. The quizzes will consist of a series of multiple choice and true-false questions. The student's grade will largely be a function of the average of the quizzes they complete. You are allowed one retake of each chapter quiz. In that event, your grade for that unit will be an average of the two grades you received for that chapter. If you decide to retake a chapter quiz, you must wait one day for the retake.

3. GRADING SCALE

Final grade averages for the course would then be assigned as follows:

- A = 90 - 100%
- B = 80 - 89%
- C = 70 - 79%
- D = 60 - 69%
- NC = Below 60%

+ or - may be placed on the final grade at the discretion of the instructor at the end of the quarter

4. POLICY REGARDING HONESTY:

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5. ACADEMIC GRADE APPEAL PROCESS:

Academic grade appeals consist of complaints from students concerning final grades given. The Appeals Process is available only for final grades not for an individually graded assignment. When a student believes that his or her academic performance has been unfairly or improperly graded, the first recourse will be communication with the faculty member in an attempt to resolve the complaint. Grade appeals will be considered only if grading was based on something other than performance, if different standards were used for different students, or if the grading was a departure from the instructor's previously stated final grade calculations. If the informal attempt at resolving the complaint between student and faculty is unsuccessful, a formal appeal will begin. A student appeal of a final grade must be formally initiated within one term of the grade being posted. Students should understand that the burden of proof will be theirs to demonstrate. The steps for the grade appeal process are available in each academic unit office and online in the current Student Code of Conduct found under the current student link on the Hocking College website.

6. STUDENT GRIEVANCE DUE PROCESS PROCEDURES:

Due process procedures for the College are located in the current Student Code of Conduct listed as Hocking College Student Grievance Procedures available online under the current student link on the Hocking College website.