

# MSU-Bottineau Course Syllabus

## Course Prefix/Number/Title:

BUSN 170- Entrepreneurship

## Course Description:

This course introduces students to the concept of entrepreneurship and the entrepreneurial decision process. Topics covered include business plan development, financing of a new venture, risk assessment, marketing, and ethics.

## Course Objectives:

- Introduce the concept of entrepreneurship and its historical development.
- Explain the entrepreneurial decision process.
- Define what the business plan is, who prepares it, who reads it, and how it is evaluated.
- Understand franchising from the perspective of both the entrepreneur looking to reduce the risk of new entry and from the entrepreneur looking for a way to grow his or her business.
- Identify the basic types of start-up ventures.
- Identify the types of financing available.
- Identify the advantages and disadvantages of going public.
- Explain the role of entrepreneurship in economic development.
- Provide the entrepreneur with an understanding of the typical warning signs of bankruptcy.
- Understand that risk is associated with newness but there are strategies that the entrepreneur can use to reduce risk.
- Discuss the ethical responsibility of entrepreneurs.

## Instructor:

Keith A. Knudson

## Office:

519 Main Street

## Office Hours:

10:00 – 11:00 am: Monday, Wednesday and Friday

## Phone:

701-228-2160

**Email:** Keith.Knudson@dakotacollege.edu

**Lecture/Lab Schedule:**

M/W/F Noon – 12:50  
Arntzen 1

**Textbook(s):**

Entrepreneurial Small Business: Katz & Green. Minot Students – call Janeen(DCB Bookstore)  
at 701-228-5458  
Various Handouts

**Course Requirements:**

Course requirements consist of class participation, assignments, quizzes, and exams.

**Grade Weighting**

Business Plan	200 points
Article Review 1	25 points
Article Review 2	25 points
Article Review 3 Presentation	75 points
Test 1	100 points
Test 2	100 points
Test 3	100 points
Test 4	100 points
Test 5	100 points
Participation	75 points
<b>Total:</b>	<b>900 points</b>

**Grading Scale**

90% - 100%	810 - 900	A
80% - 89%	720 - 809	B
70% - 79%	630 - 719	C
60% - 69%	540 - 629	D
Less than 60%	< 539	F

## Tentative Course Outline

Wednesday Jan 9	Introduction & Course Syllabus Review
Friday Jan 11	Chapter 1 Lecture
Monday Jan 14	Chapter 2 Lecture
Wednesday January 16	Chapter 3 Lecture
Friday January 18	Chapter 4 Lecture
<b>Monday Jan 21</b>	<b>MLK Day</b>
<b>Wednesday Jan 23</b>	<b>Guest Speaker</b>
Friday Jan 25	Review for Exam 1
Monday Jan 28	Exam 1 (Ch 1,2, 3, 4)
Wednesday Jan 30	Chapter 5 Lecture
Friday Feb 1	Chapter 6 Lecture
Monday Feb 4	Chapter 7 Lecture
Wednesday Feb 6	Chapter 8 Lecture
Friday Feb 8	Review for Exam 2 and Intro to Business Plan
Monday Feb 11	Exam 2 (Ch 5,6,7,&8)
Wednesday Feb 13	Business Plan Workday
Friday Feb 15	Business Plan Workday
<b>Monday Feb 18 NO CLASS</b>	<b>President's Day – No Class</b>
Wednesday Feb 20	Business Plan Workday– Draft Due
<b>Friday Feb 22</b>	<b>Guest Speaker</b>
Monday Feb 25	Business Plan Workday
<b>Wednesday Feb 27</b>	<b>Guest Speaker</b>
Friday Mar 1	Business Plan Workday– Final Due
Monday March 4	Business Plan Presentations
<b>Wednesday March 6</b>	<b>Guest Speaker</b>

<b>Friday March 8</b>	<b>Guest Speaker</b>
Monday Mar 11 NO CLASS	Spring Break!
Wednesday Mar 13 NO CLASS	Spring Break!
Friday Mar 15 NO CLASS	Spring Break!
Monday Mar 18	Chapter 9 Lecture
Wednesday Mar 20	NO CLASS
Friday Mar 22	Chapter 11 Lecture
Monday Mar 25	Chapter 12 Lecture and exam Review
<b>Wednesday Mar 27</b>	<b>Exam 3 (Ch 9,11 and 12)</b>
Friday Mar 29	Easter Break
Monday April 1	Easter Break
Wednesday April 3	Article Review 1 Due
Friday April 5	Chapter 13 Lecture
Monday April 8	Chapter 14 Lecture
Wednesday April 10	Chapter 15 Lecture
<b>Friday April 12</b>	<b>Guest Speaker</b>
Monday April 15	Article Review 2 Due
Wednesday April 17	Chapter 16 Lecture
Friday April 19	Chapter 17 Lecture
Monday April 22	Exam 4 Review (Ch 13,14,15,16 &17)
<b>Wednesday April 24</b>	<b>Exam 4 (Ch 13,14,15,16 &amp;17)</b>
Friday April 26	Chapter 10 Lecture
Monday April 29	Chapter 15 Lecture
Wednesday May 1	Chapter 18 Lecture
Friday May 3	Article Review 3 Due and Review of Final Exam.
Monday May 6	Final Exam

**Relationship to Campus Theme:**

A focus on the growing “green” movement in advertising as well as consumption and addressing the new technologies that are affecting the advertising industry. Students will also understand how to utilize these new ideologies and tools to their benefit, as well as the benefit of the world and society as a whole.

**Classroom Policies:**

1. Cell phones, iPods and related technology are prohibited in the classroom at all times. It is recommended that you do not bring your cell phone into the classroom or, at the very least, turn it off.
2. Food and beverages are permitted in accordance with IVN classroom policy.
3. Be respectful of other students, instructors and guests.

**Academic Integrity:**

All students are expected to adhere to the highest standards of academic integrity. Dishonesty in the classroom or laboratory and with assignments, quizzes and exams is a serious offense and is subject to disciplinary action by the instructor and college administration. For more information, refer to the student handbook.

**Disabilities and Special Needs:**

If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact your instructor and Jan Nahinurk in the Learning Center (701-228-5479) as early as possible during the beginning of the semester.