



Course Prefix/Number/Title: BUSN 170 Entrepreneurship

Number of Credits: 3

Course Description: A hands-on learning experience for people interested in starting their own business. History and aspects of small business will be explored. Actual development of a business plan will be covered.

Pre-/Co-requisites: None

Course Objectives: Upon successful completion of this course, the student should be able to:

1. Introduce the concept of entrepreneurship and its historical development
2. Explain the entrepreneurial decision process
3. Define what the business plan is, who prepares it, who reads it, and how it is evaluated
4. Understand franchising from the perspective of both the entrepreneur looking to reduce the risk of new entry and from the entrepreneur looking for way to grow his or her small business
5. Identify the basic types of start-up businesses
6. Effectively price and market products/service
7. Explain the role of entrepreneurship in economic development
8. Provide the entrepreneur with an understanding of the typical warning signs of bankruptcy
9. Understand risk associated with entrepreneurship
10. Discuss ethical responsibilities of entrepreneurs
11. Appreciate cultural differences and how they apply to entrepreneurs
12. Write a business plan.

Instructor: Dr. Megan Fixen

Office Hours: Available by email

Email: [megan.fixen@ndus.edu](mailto:megan.fixen@ndus.edu)

Textbook(s): Entrepreneurial Small Business, 5<sup>th</sup> Edition, Jerome Katz & Richard Green, ISBN: 978-1-259-57379-8

Course Requirements:

- 1.) Completion of assignments, tests, and the final business plan are required
- 2.) Everyone will complete a final business plan related to a fictional business. The plan should consist of a high-quality report, covering all aspects of a business plan as discussed in class, length as determined by the comprehensiveness of the plan, and a cover page and reference page. Grading will be on such factors as applicability, effectiveness and quality.
- 3.) Grading is the accumulation of assignments, quizzes, projects, business plan and tests for total points.

**90-100= A      80-89=B      70-79=C      60-69=D      below 60=F**

Tentative Course Outline:

**Graded items**

| Item                                | Points | Percentage of Grade |
|-------------------------------------|--------|---------------------|
| Introduction                        | 20     | 2%                  |
| Assignments (3@30)                  | 90     | 9%                  |
| Weekly Discussion Questions (16@10) | 160    | 16%                 |
| Quizzes (11@20)                     | 220    | 22%                 |
| Business Plan                       | 100    | 10%                 |
| Mid Term Exam                       | 50     | 5%                  |
| Final Exam                          | 200    | 20%                 |
| Participation (16@10)               | 160    | 16%                 |
| Total                               | 1000   | 100%                |

CTE Competency/Department Learning Outcome(s):

Students will:

1. Employ industry-specific skills in preparation for workplace readiness.
2. Combine general education and vocational skills curriculum.

Relationship to Campus Theme: Dakota College at Bottineau emphasizes nature, technology, and beyond as a focus for the unique blend of courses and programs offered here. This course will emphasize the use of technology, communications, and the diverse makeup of the business community, which enhances the “Human” nature.

Classroom Policies:

**IMPORTANT:** All assignments (unless noted by instructor) are posted on the Blackboard course shell, accessible through the College’s website. Also, all assignments must be submitted electronically through Blackboard. I designed the course shell to not accept any late assignments, so be sure to take the necessary amount of time to appropriately complete and submit the assignment on time.

\*\*If you are experiencing issues with Blackboard, I have no issue with you emailing the assignment to me – there will still be a time stamp on your submission, regardless of which method you use. It is your responsibility to get the assignment to me.

ONLINE NATURE OF COURSE

To simulate class discussion, I will have you participate in the discussion forums. Protocol for these discussion questions (DQs) is as follows:

- You will be required to post one initial discussion question of 125-175 words each week. This will be due by **Thursday at 11:59 PM every week.**
- You will be required to reply to at least one other students' responses per discussion question with a substantial follow-up. This could be a question about what they wrote, expansion on their thoughts, however you see fit. "Susie, I agree with what you wrote" is NOT sufficient.
- Please include at least one resource (cited in APA format) for each discussion question response.

**DISCUSSION QUESTIONS WILL BE GRADED THE WEEK AFTER THEY ARE DUE. MAKE SURE THAT YOU RESPOND ON TIME TO THE QUESTIONS. IF YOU DECIDE TO RESPOND TO A DQ FROM SEPTEMBER IN OCTOBER, I WILL NOT SEE IT, THEREFORE, NOT GRADE IT.**

The syllabus is a living document that is subject to change. The instructor reserves the right to allow the class agenda to fluctuate as the course progresses.

### **Late Assignments**

No late work will be accepted unless previous arrangements are made. Arrangements will only be made in emergency situations.

### **Student Email Policy:**

Dakota College at Bottineau is increasingly dependent upon email as an official form of communication. A student's campus-assigned email address will be the only one recognized by the Campus for official mailings. The liability for missing or not acting upon important information conveyed via campus email rests with the student.

### **Academic Integrity:**

According to the DCB Student Handbook, students are responsible for submitting their own work. Students who cooperate on oral or written examinations or work without authorization share the responsibility for violation of academic principles, and the students are subject to disciplinary action even when one of the students is not enrolled in the course where the violation occurred. The Code detailed in the Academic Honesty/Dishonesty section of the Student Handbook will serve as the guideline for cases where cheating, plagiarism or other academic improprieties have occurred.

### **Disabilities or Special Needs:**

Students with disabilities or special needs (academic or otherwise) are encouraged to contact the instructor and Disability Support Services.

### **Title IX:**

Dakota College at Bottineau (DCB) faculty are committed to helping create a safe learning environment for all students and for the College as a whole. Please be aware that all DCB employees (other than those designated as confidential resources such as advocates, counselors, clergy and healthcare providers) are required to report information about such discrimination and harassment to the College Title IX Coordinator. This means that if a student tells a faculty member about a situation of sexual harassment or

sexual violence, or other related misconduct, the faculty member must share that information with the College's Title IX Coordinator. Students wishing to speak to a confidential employee who does not have this reporting responsibility can find a list of resources on the DCB Title IX webpage.