

Course Prefix/Number/Title: BUSN 170-Entrepreneurship

Number of Credits: 3

Course Description: This course introduces students to the concept of entrepreneurship and the entrepreneurial decision process. Topics covered include business plan development, Entrepreneurship characteristics and competencies, small business ideas (creativity and feasibility), marketing strategies, promotion, small business accounting, and financing a small business.

Pre-/Co-requisites: None

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

1. Introduce the concept of entrepreneurship.
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. Understand risk associated with entrepreneurship.
9. Discuss ethical responsibilities of entrepreneurs.
10. Write a business plan.

Instructor: Penny D. Belgarde

Office: Dakota College at Bottineau office
Minot State University
Administration Building, Room #160
Minot, ND 58707

Office Hours: MWF 2:00pm - 2:50pm
T-TH 9:00 - 11am

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Email: penny.belgarde@dakotacollege.edu

Lecture/Lab Schedule: MWF 9:00-9:50am

Lecture Location: Dakota College Campus – Nelson Science, Room 105
Minot State University Campus – Administration Building, Room 359

Textbook(s): Entrepreneurial Small Business, 5th Edition, Jerome Katz & Richard Green
ISBN: 9781259573798

Course Requirements:

1. Completion of assignments, exams, and presenting the final business plan are required, along with participation and attendance.
2. Everyone will develop and create a small business plan throughout the semester. The plan is required to consist of a high-quality report, covering all aspects of a business plan covered within this course, length as determined by the comprehensiveness of the plan, and a cover page and reference page. Grading factors will include applicability, effectiveness, and quality. The final small business plan will be presented at the end of the semester
3. Grading is the accumulation of assignments, a business plan, participation/attendance, and exams for total points.

Grading Scale:

90-100 = A
80-89 = B
70-79 = C
65- 69 = D
Below 65 = F

IMPORTANT: All assignments (unless noted by instructor) are posted on the Blackboard course shell, accessible through the DCB website. Also, all assignments must be submitted electronically through Blackboard. I have 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, you may email the assignment to me, which will have a time stamp on your submission, regardless of which method you use.

Tentative Course Outline:

General Education Competency/Learning Outcome(s) OR CTE Competency/Department Learning Outcome(s): **CTE Competency/Goal #1** – Employs industry specific skills in preparation for workplace readiness.

Relationship to Campus Focus: 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:

ASSIGNMENTS: All assignments are due on the date due unless specified prior. Late assignments will not be accepted unless prior arrangements have been made. **ALWAYS** make sure the class name, your name, and date due appears on assignments. The course is designed to build your business plan one section at a time, therefore, we need to keep on track and timeliness is necessary.

LATE WORK: I will not accept late work unless you explain to me **BEFORE** your absence that you will be missing class. I will accept assignments emailed to me only on special occasions.

COMMUNICATION: Communication is key for you to get the best possible experience from this course. You will be expected to check your Blackboard email throughout each week regarding any updates or changes within this course and information channeled from your instructor to yourself.

ATTENDANCE and CLASS PARTICIPATION: Your attendance and participation is very important. Missing class is sometimes unavoidable but emailing or communicating with me before class will ensure that you do not miss pertinent information. If you are absent from class, it is YOUR responsibility to gather notes or missed assignments.

DEVICE POLICY: Out of respect for myself and for your classmates you are expected to leave your phones in your pocket/bag or on silence mode. If you plan on being on your phone you will be asked to leave. This is an effort to eliminate distractions during our class time.

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.