

CASPER COLLEGE COURSE SYLLABUS
BADM 2195 – Entrepreneurship

Semester/Year: Fall 2015

Lecture Hours: 03

Lab Hours: N/A

Credit Hours: 03

Class Time: 6-9 PM

Days: Wednesday

Room:

Instructor's Name: Joseph Simon

Instructor's Contact

Office Phone: 268-2376

Email:

Information: (Include any information on when to call, answering machines etc.)

jsimon@caspercollege.edu

Or

Joemrmanager@bresnan.net

Office Hours: MW 10am -11 and 1-2pm, Tuesday and Thursday 11am-12:00 , Friday hours by appointment

Course Description: This course is designed for those students who have always wanted to start their own business, or for those that just want to explore the possibilities.

Statement of Prerequisites: N/A

Goal: This course is intended to provide the student with the knowledge they need to start their own business.

Institutional Outcomes

- Demonstrate effective oral and written communication
- Demonstrate knowledge of diverse cultures and historical perspectives
- Appreciate aesthetic and creative activities
- Use appropriate technology and information to conduct research
- Describe the value of personal, civic, and social responsibilities
- Use quantitative analytical skills to evaluate and process numerical data

Program goals:

- The School of Business and Industry provides students with the academic programs of general and specialized learning in preparation for responsible careers in the world of business.
- Students wishing to pursue a Bachelor's degree in Business can complete the first two years of a baccalaureate degree through Casper College by completing requirements for a degree in Business Administration or Pre-Law Business. The program provides students with the opportunity to transfer at junior standing to a four-year college or university.
- Business majors have the opportunity to pursue a top-quality two-year degree in Management, Leadership, or Entrepreneurship that provides the skills and abilities to succeed in the business world upon graduation.

- This educational experience enables students to develop the expertise needed to function in a business environment and to develop an understanding of the social and economic forces shaping the future of the world's economy.

Methodology: The course will encompass a lecture format, highlighted by guest lecturers who are experts in specific course topics.

Evaluation Criteria: Students will be graded on a point system as follows:

Homework -	140 points
Midterm -	100 points
Final Exam -	100 points
Business Plan -	100 points
Attendance/Participation -	<u>60 points</u>
TOTAL	500 points

Required Text, Readings, and Materials: Longnecker, Petty, Palich , Hoy. Small Business Management. 17th edition. Cengage. 2014. (includes website access code)

Class Policies: Last Date to Change to Audit Status or to Withdraw with a W Grade: November 12, 2015

Student Rights and Responsibilities: Please refer to the Casper College Student Conduct and Judicial Code for information concerning your rights and responsibilities as a Casper College Student.

Chain of Command: If you have any problems with this class, you should first contact the instructor to attempt to solve the problem. If you are not satisfied with the solution offered by the instructor, you should then take the matter through the appropriate chain of command starting with the Department Head/Program Director, the Dean, and lastly the Vice President for Academic Affairs.

Academic Dishonesty: (Cheating & Plagiarism) Casper College demands intellectual honesty. Proven plagiarism or any form of dishonesty associated with the academic process can result in the offender failing the course in which the offense was committed or expulsion from school. See the Casper College Student Code of Conduct for more information on this topic.

Official Means of Communication: Casper College faculty and staff will employ the student's assigned Casper College email account as a primary method of communication. Students are responsible to check their account regularly.

ADA Accommodations Policy: If you need academic accommodations because of a disability, please inform me as soon as possible. See me privately after class, or during my office hours. To request academic accommodations, students must first consult with the college's Disability Services Counselor located in the Gateway Building, Room 344, (307) 268-2557, bheuer@caspercollege.edu. The Disability Services Counselor is responsible for reviewing documentation provided by students requesting accommodations, determining eligibility for accommodations, and helping students request and use appropriate accommodations.

Calendar or schedule indicating course content: (be as complete here as possible, at least a grid showing week by week topics to be covered, assignments, due dates, readings etc. This can always be

modified with a new handout later in the semester – better to send out a revised schedule than to trust verbal announcements by themselves)

- 8/26 Chapter 1-The Entrepreneurial Life
Chapter 2: Integrity and Ethics-Foundations for Success in Small Business
- 9/2 Chapter 3-Starting a Small Business
Setting up your business plan software
Case # 1 Page 645 Dash Locker Questions 1-5 typed
Due Next week 9/9 (Worth 35 Points)
- 9/9 Chapter 4-Franchises & Buyouts
Chapter 6- The Business Plan: Visualizing the Dream
- 9/16 Chapter 9-The Location Plan
Chapter 8-The Organizational Plan
Case # 8 page 657 Couchsurfing International Questions 1-4
- 9/23 Chapter 7-The Marketing Plan
Chapter 11-Forecasting Financial Requirements
- 9/30 Chapter 12-A Firms Source of Financing
Chapter 10-Understanding a Firm's Financial Statements
Midterm exam
- 10/7 Chapter 14-Building Customer Relationships
Chapter 16-Pricing and Credit Decisions
Case # 3 page 664 Ashley Palmer Clothing Inc.
Questions 1 through 3 Case is worth 70 points
- 10/14 Chapter 17-Promotional Planning
- 10/21 Chapter 15-Product Development and Supply Chain Management
- 10/28 Chapter 19-Professional Management and the Small Business

- 11/04 Chapter 22-Managing the Firm's Assets
Chapter 21-Managing Operations
- 11/11 Chapter 20-Managing Human Resources
- 11/18 Chapter 23-Managing Risk In the Small Business
- 12/2 Chapter 13-Planning for the Harvest
- 12/9 Business Plans are Due
Chapter 18-Global Opportunities for Small Business
- 12/16 Business Plans returned
Final exam