

Syllabus:
Entrepreneurship
The School of Business
St. Thomas Aquinas College
Michael Murphy, Dean

COURSE OUTLINE

COURSE DESCRIPTION: A study of the theory and practice of entrepreneurship including entrepreneurial opportunities, developing the business plan, franchising, small business marketing, managing small business operations, and financial management.

SKILLS TO BE DEVELOPED:

After completing this course student should be able to:

1. Recognize and evaluate entrepreneurial opportunities
2. Understand the marketing, managing and financing of a small business.
3. Research entrepreneurial matters with emphasis on the use of internet resources.
4. Prepare a business plan.
5. Evaluate franchises

OUTCOME:

Students should have the basic skills to function in a small business environment.

INSTRUCTIONAL MATERIALS:

Text: SMALL BUSINESS MANAGEMENT, Longenecker, Moore, Petty & Palich, 17th Edition, South Western Publishing Co.

COURSE FORMAT: Lectures, group activities, guest speakers, use of the internet and student participation in discussions and assignments. Students are expected to read the relevant chapter or assigned reading before class and be prepared to discuss or be quizzed on required information. All assignments must be handed in on time. Late work, if permitted, will be penalized.

Questions from students are encouraged and allowed at any time. Please be courteous and raise your hand; do not shout out any questions.

Periodically the Professor will email the class to reiterate homework and other assignments, to remind the class of an upcoming guest speaker or other important matters. Each student is required to check his or her STAC email frequently. The Professor is only permitted to email a student at his or her STAC email address. It is the student's responsibility to check his email, make sure it is functioning properly, and to make sure the Professor has the correct STAC email address.

If a student misses a class it will be his responsibility to obtain class notes and any assignments from a class mate and turn in any work on time. If a student is not in attendance, he must email the Professor any assigned homework. As long as the Professor receives the homework by midnight of the class date, the homework will not be marked down. If any homework is received later, the Professor may elect to reject such late assignment or mark it down. Feel free to contact the Professor at any time.

Attendance and active class participation are important and will be a major part of your grade. If you know in advance that you must miss a class please notify the Professor so that you may be informed of any upcoming work. It will be your responsibility to submit any work due for the missed class on time, via email. Late work may be rejected or marked down, at the Professor's discretion, even if you miss a class.

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| EVALUATION: | Tests / Quizzes | 40% |
| | Class Projects | 25% |
| | Homework, Other Assignments | 25% |
| | Participation, preparation & attendance | <u>10%</u> |
| | TOTAL | 100% |

Class attendance is required, and absence for more than two (2) class sessions (without a legitimate, documented excuse) will result in reduction of grades.

OFFICE HOURS: Available by appointment before or after class. I am an Adjunct Professor and do not maintain an office on campus. In addition, I am generally available by email (jazarian@stac.edu), telephone during business hours at my office (please introduce yourself as one of my students to the person answering the phone if you call my office).

NOTE: THE PROFESSOR RESERVES THE RIGHT TO MAKE CHANGES TO THIS COURSE OUTLINE.

Student's Responsibilities: Each student is responsible for completing each assignment when due. Class attendance is mandatory. Students are expected to be on time for class and not leave the room until class is over. Students are expected to behave in a mature and responsible manner during class. Active class participation is a requirement. Talking among students, leaving the room during class time, use of cell phones or engaging in any behavior disruptive to the learning environment will result in student or students being told to leave the class and being marked as absent. No food or drinks of any kind (except bottled water) will be permitted in the classroom.

Intellectual honesty: Cheating on a test or quiz and plagiarism subvert both the purpose of the college and the experience being derived by the student. This will result in an "F" for the course. Only small calculators (no cell phones, etc.) can be used during quizzes and tests, *with the Professor's prior approval*. Students will not be permitted to leave the room during any quiz or test. If a student misses a quiz or test and does not have a legitimate, documented excuse (such as a doctor's note) the student will receive a zero. If the student has a legitimate, documented excuse, at the Professor's discretion, a make up quiz, test or assignment may be given.

Academic Integrity

Academic Integrity, a commitment to honesty, fairness, respect, and responsibility, is the foundation of the learning process. All members of the St. Thomas Aquinas College community are held to the highest standards of academic honesty. While we recognize the participatory nature of education, we take academic integrity very seriously, and the College policy on academic dishonesty details consequences that can include dismissal from the College. That policy can be found in both the Student Handbook and the College Catalog.

As a student in this class, you must demonstrate your commitment to academic integrity by submitting work which originates in your own imagination, analytical faculties, or your own knowledge, which you have done yourself, and which represents your very best efforts. When appropriate, your work should be supplemented and supported by other sources; however, you must always insure that these sources are properly cited using the recommended documentation system.

Accommodations

Students needing accommodations for a documented disability should notify the instructor at the beginning of the semester.

College Policy on Electronic Devices in Classrooms

Faculty have the discretion to regulate the use of electronic devices in classes, and students should not use such devices without the express consent of the professor. This policy covers cell phones, PDAs, laptop computers, or any other device the use of which might constitute a distraction to the professor or to the other students in the class, as determined by the professor. Students with documented disabilities should discuss the issue of laptop use with their professor at the beginning of the semester.

When a professor designates a time during which laptop computers may be used, they are only to be used at the discretion of the professor and in accordance with the Mission of the College. Professors can develop specific and reasonable penalties to deal with violations of these general policies. For more extreme cases of classroom disruption, refer to the College's Disruptive Student Behavior policy.

Format for the submittal of homework and any assignments

All submittals must be typed, the student's name in the top right corner, along with the assignment title, date due and Professor's name. If more than one page, each page must be numbered, and the entire paper stapled. Do not use paperclips.

PLEASE PROOFREAD YOUR WORK CAREFULLY! Typographical mistakes, poor grammar, wrong punctuation, etc. all detract from the professionalism and appearance of your work and you will be marked down accordingly. All submitted work must reflect your commitment to the class and show that you have spent time reading, editing, correcting and reviewing your work. Make sure you do not use abbreviations, text shortcuts, etc.

All assignments are due the next class, unless instructed otherwise by the Professor. Late homework may not be accepted or marked down, at the Professor's discretion.

Guest Speakers; Guest Speaker Required Homework

There will be multiple guest speakers interspersed throughout the Semester. Guest speakers may be listed on the Course Outline but there may also be last minute changes. All guest speakers will be announced in advance. Guest speakers will be prominent entrepreneurs. Please remember the guest speakers are taking time out of their busy schedules to appear in our class. It is imperative that out of respect for the speakers you arrive to class on time, prepared for the presentation. You will be expected to research the speakers in advance and ask intelligent, well thought out questions of the speaker during the Q&A.

Guest speaker required homework will be due the class following the guest speaker's appearance. The homework will be to write a paper on the guest speaker's appearance and talk. The paper should include the following: 1) background of the speaker, 2) detail of the speaker's company, 3) the speaker's industry or market segment, 4) Why is the speaker an entrepreneur and use examples, 5) what do you think the speaker could do to be a better entrepreneur? 6) Is the speaker a successful or unsuccessful entrepreneur and why? 7) give at least 1 example of a takeaway from the talk and if the takeaway is good or bad and why.

Extra Credit

Students may approach the Professor at any time about doing extra credit work. Possible assignments would include a book report on an Entrepreneur who has published a book, an interview of an Entrepreneur, book reports on texts assigned by the Professor, or something similar approved by the Professor.