ENTREPRENEURIAL OPERATIONS (BUS102)
SYLLABUS SPRING 2013

I. Course and Instructor

Format: Web

Instructor Information:
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Office Hours: Call or email for appointment

Course Information:
Course Title: Entrepreneurial Operations — Synonym Number: 71280
Course Code: BUS-102-DS21 — Credits: 3
Semester: Spring 2013 — Prerequisite: College-level reading
Meeting Times and Days: Asynchronous Web-based Course
Class Location: Canvas
Start Date: 01/14/13 — End Date: 05/03/13
Refund Date: 01/30/13 — Withdraw Date: 04/07/13

Orientation Note:
The instructor will contact each student via CMC email with an orientation to this course. Therefore, each student should activate their CMC email account by following the process described on page 8 of this syllabus.

Computer Access:
Online courses require frequent computer use and access to the internet. It is highly recommended that students have a personal computer for use in online courses. If you need to use a computer at your local Colorado Mountain College location, you will be able to do so during open lab hours. Please check with your local site for times. Labs will not be available for Collaborate web conferencing sessions, if included as part of your course, due to the verbal interaction involved.

If you have general questions about online learning, please contact **Colorado Mountain College Online Learning** at 800-621-8559, extension 8341 or virtual@coloradomtn.edu.

No-show reporting and financial aid: If you have not completed your introductory assignment(s) in Canvas by Tuesday, January 22nd you will be reported as a no-show and dropped from the course. The resultant loss in credit hours may cause a reduction and/or cancellation of your financial aid award. Neither financial aid awards nor class

reinstatement can occur after this point without significant documented extenuating circumstances. If you have questions or concerns about this please contact your campus financial aid specialist. (**www.coloradomtn.edu/web/departments/financial_aid**)

II. Course Description:

The course covers the major aspects of small business management to enable the entrepreneur to successfully begin her or his own business. This course provides the basic concepts of marketing, principles of management, and finance needed to manage a small business. Further, it develops the feasibility study, explores the business plan, and suggests methods of obtaining the financing required to launch the business. The course is organized around the activities the entrepreneur typically undertakes to prepare to launch a business and secure the first customer from recognizing an opportunity, analyzing the feasibility, and planning the business.

III. Student Learning Outcomes, Competencies, and Skills:

A. Discuss how to market her or his product or service
B. Detail the problems in managing the operations of her or his proposed business
C. Demonstrate a better understanding of accounting and financial controls
D. Understand how to prepare a feasibility analysis and business plan for her or his business or business proposal

IV. IDEA Student Ratings of Instruction:

Below are four (4) Individual Development and Educational Assessment (IDEA) objectives I have chosen for this class:

1. ***Learning fundamental principles, generalizations, or theories.***
2. ***Learning to apply course material (to improve thinking, problem solving, and decisions).***
3. ***Learning how to find and use resources for answering questions or solving problems.***
4. ***Developing a clearer understanding of, and commitment to, personal values.***

Near the end of the semester, CMC will ask you to complete an IDEA Student Ratings of Instruction. This rating system judges the effectiveness of my instruction based your assessment of how you progressed on these objectives.

V. Methods and Class Management:

A. Course Design

This course presents an overview of the nature of entrepreneurship and entrepreneurs. Students will develop a clearer understanding of the entrepreneurial mindset, entrepreneurship and what entrepreneurs do. You will also examine entrepreneurial businesses and the role they play in the economy and how an entrepreneurial business competes with much larger businesses.

Since this is an overview course, we will spend time on recognizing opportunities and on discovering your creative and innovative capabilities. In addition, we will conduct serious research, think critically about the business concept, consider the size of the market and customer base, estimate start-up capital requirements, and evaluate resources of the founding team.

This course is organized around the process of creating a new venture and is designed for you to engage in the various activities that entrepreneurs typically undertake. We will follow the textbook's very specific focus on pre-launch activities, which are the things that entrepreneurs do to prepare to launch a business and secure the first customer.

During the pre-launch phase of venture creation, you will consider opportunity creation, feasibility analysis, and the strategy for executing a feasible business design (that is, the business plan). Therefore, the course is divided into three parts of four or five weeks:

- Part One, Entrepreneurial Opportunity, introduces the foundations of entrepreneurship and entrepreneurial opportunity. You will learn the nature of entrepreneurial ventures (Chapter 1), understand the entrepreneurial mindset (Chapter 2), learn how to recognize and create opportunities (Chapter 3), and define and develop a business concept and business model (Chapter 4).

- Part Two, Feasibility Analysis, addressed the heart of entrepreneurial activity, that is, the testing of a new business concept through feasibility analysis. You will learn how to analyze an industry and market (Chapter 5), learn how to develop and protect your product/service idea (Chapter 6), assemble your founding team (Chapter 7), and calculate how much capital you need to launch the venture and operate it until it achieves a positive cash flow (Chapter 8).

- Part Three, Business Design, explores strategy for executing a feasible business concept and building a company. You will learn how to move from a feasibility to proof of concept (Chapter 9), determine which legal form of business is best for your venture (Chapter 10), explore important topics of vision, ethics, and social responsibility to incorporate into your business (Chapter 11), begin producing products and organizing supply chains (Chapter 13), develop a marketing plan to promote your new products or services (Chapter 14), and develop a plan to raise start-up funds using equity and/or debt (Chapter 15).

B. <u>Learning Activities</u>

During this 15-week course, you will prepare five types of learning activities:

1. *Reference*: Read from the textbook assigned chapter(s).

2. *Assignments*: Write-up topics related to chapter readings and to your pursuit of a business idea through the pre-launch phase of venture creation (see note below.)

3. *Discussion Forums*: Discuss relevant topics so that you can reflect on the new material through online conversations with your colleagues.

4. *Knowledge Exchange*: Research current articles related to challenges faced by today's entrepreneurs and post comments/critique on lessons learned in discussion threads on Canvas.

5. *Capstone Project:* Prepare a business report on a topic of your choice related to launching a new venture.

Note: *The written assignments are designed for you to use in developing a potential business idea from the business model through a feasibility test. Therefore, you may select a business opportunity you would like to explore and apply the written assignments to your specific business idea. In this way, you will examine how entrepreneurs recognize opportunity and gather the resources necessary to turn that opportunity into a commercially feasible business.*

The point values for the graded activities (numbers 2, 3, 4, and 5 above) are shown in the following table. The schedule for readings in the textbook, assignments, and discussion topics are listed in the learning schedule posted on Canvas.

The description of each weekly assignment, discussion topic, and knowledge exchange is posted on the Canvas course site. Each week of the course will be shown as a Module in Canvas, and all activities for each week will be listed within that Module.

Type of Learning Activity	**Points**	**%**
▪ 13 Weekly Assignments (30 points each, posted every week by due date within each module in Canvas)	390	52.0%
▪ 14 Weekly Discussions (20 points each, topics posted within each weekly module in Canvas)	280	37.3%
▪ 2 Knowledge Exchanges (15 points each, description provided within relevant modules in Canvas)	30	4.0%
▪ Capstone Project	50	6.7%
Total Points for Course	750	100.0%

C. Grading Scale:

Points	Percent	Letter Grade
698-750	93-100%	A
675-697	90-92%	A-
653-674	87-89%	B+
623-652	83-86%	B
600-622	80-82%	B-
578-599	77-79%	C+
548-577	73-76%	C
525-547	70-72%	C-
503-524	67-69%	D+
473-502	63-66%	D
450-472	60-62%	D-
Less than 450	Less than 60%	F

D. Assignments Formats and Due Dates

Please post your assignments and discussions by the due dates on Canvas.

Note: *Although this is an on-line course, I recommend that you plan your time so that you meet the weekly due dates for written work and discussion board postings. You should also make sure to schedule time to complete your final capstone project due the last week of the semester.*

Please try to use standard word processing programs for your assignments, even if you use an Apple platform. If you do not have access to Microsoft Word or similar software, you may use the free software from www.OpenOffice.org to create Word-compatible documents. The program also includes spreadsheet, presentation, drawing, and database applications. The program is available for Windows, Macintosh, or Linux operating systems. Microsoft Word is installed on computers available in computer labs at CMC locations.

E. Course Guidelines and Etiquette

Active learning: This course is centered on active and experiential learning. I will use the Canvas discussions to assess how you are applying the new learning to your proposed business concept. I will invest time and energy to help you attain your goals for the course and I will use techniques more like coaching to work with you to develop your skills and abilities. We are partners in the learning environment.

Communication: I am accessible through email. I urge you to take advantage of this opportunity to ask questions, clarify assignments, and obtain additional help. I check my email frequently and you can expect a prompt reply.

Confidentiality: Throughout the course and course-related activities, students may be

exposed to proprietary information from other student entrepreneurs and/or from the members of the community at large. The students are expected to treat all such information as confidential. Students agree not to disclose this information to any third parties without specific written permission from students, guest lecturers, interviewees, or faculty, as applicable. Students further agree not to utilize any such proprietary information for their own personal commercial advantage or for the commercial advantage of any third party.

Attendance: Weekly participation in all of the Canvas discussion sessions is critical to the graded participation component of the course and to learning in general, as we may discuss material not in the book. Entrepreneurship is inherently collaborative – a social process. Entrepreneurs find opportunities, adapt, change, and improve themselves by listening and learning from others. In your discussion postings, please refer to assigned materials and/or cited resources and comment thoughtfully on others' postings.

Consideration for others: Please show consideration and respect for your colleagues and for members of the community whom you contact as part of several assignments.

Academic integrity: Please be familiar with CMC's grading policy and academic standards. The use of unauthorized material or similar behavior defeating the intent of class work or assignments is unacceptable. Where a clear violation has occurred, the instructor may disqualify the student's work as unacceptable and assign a failing mark for the assignment.

NOTICE:

A student judged to have engaged in academic misconduct as defined in the "Academic Policies and Requirements" section of the Colorado Mountain College Student Handbook will, at a minimum, receive a "zero" for the work in question. The student may also be removed from the class, resulting in a failing grade. All student course material may be submitted to Turnitin (or another anti-plagiarism program) at the instructor's discretion. "Academic Expectations," the "Student Code of Conduct and Judicial Process" and more information about academic misconduct can be found in the Student Handbook, online version at: **www.coloradomtn.edu/File/student_handbook.pdf.**

Students are responsible for course materials from assigned text(s) and reading, lectures, labs, and other assignments as required.

The instructor may alter any, or all, of this syllabus during the semester as the learning environment requires. Students will be notified of changes in the Canvas course shell.

If you have a disability protected by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act and feel you may need classroom accommodations based on the impact of your disability, please contact the Disability Services Coordinator on your campus.

- Edwards and Steamboat Springs: Deb Farmer at 970-870-4450
- Aspen, Carbondale, Glenwood Springs (including Spring Valley), and Rifle: Dr. Anne Moll at 970-947-8256
- Breckenridge, Dillon, Leadville, and Chaffee County: Sandi Conner at 719-486-4200

Students wishing to withdraw from this course must INITIATE the course withdrawal/drop process at the site Registration Office.

This class could be cancelled one week prior to the census date if a sufficient number of students are not enrolled by that date.

VI. Grading System & Options:

Information about grading is available in the Colorado Mountain College catalog. You will receive a grade report for current semester courses at the end of each term. This grade report is mailed to your permanent mailing address. Reports are mailed approximately two weeks after the end of the academic term. Additional information is available at: **http://catalog.coloradomtn.edu/content.php?catoid=3&navoid=620#Grading_System_and_Options_**

VII. Required Course Materials

Main Text: *Launching New Ventures: An Entrepreneurial Approach* (6th ed.) by Kathleen R. Allen, Houghton Mifflin Company. ISBN-13: 978-0-538-48179-3

Supplemental Readings: Canvas Postings

Ordering Books
Colorado Mountain College has chosen to partner with Follett Virtual Bookstores to operate textbook services. You will find the official textbook list at **www.coloradomtn.bkstr.com**. If you ever have any online bookstore questions, you can email coloradomtn@fvb.follett.com or call 800-621-4088.

Students can sell back books anytime online or in-person at Follett's CMC buyback events. Sign up for the online store's email list at **www.coloradomtn.bkstr.com/email** for more information on future buyback dates/times and to receive other important messages from Follett.

Ordering Textbooks with Financial Aid:
Students wishing to use their Financial Aid to purchase their textbooks from the Colorado Mountain College Online Bookstore (Follett) may be set up with a

CMC Flex Pay account. Contact your local CMC Accounts Manager for instructions and your specific username and password information. If you are not close to a CMC site contact CMC Online Learning at 970-947-8341 or virtual@coloradomtn.edu.

VIII. Other Information:

Canvas
Canvas by Instructure is the online learning management system (LMS) used by Colorado Mountain College. You access Canvas via your web browser, i.e.: Mozilla/Firefox, Internet Explorer, Opera, etc. Students, faculty and staff members use the CMC Canvas site to access course announcements, documents, research links and library resources, to receive and deliver completed assignments, take tests, and to communicate with each other via email, discussion boards and chat.

For instructions on How to Access your Canvas Account, Canvas How To's, and who to contact for all your Canvas questions and support needs, please visit: **www.coloradomtn.edu/web/departments/faq-for-students**.

Student Email
All CMC students enrolled in a credit-based class (0.5 hour credit class or more) will be assigned a CMC student email address through Google mail (Gmail). Please allow at least 48 hours after you register for this account to be activated. For more information on your CMC student email account, please visit the Student page of the MyCMC Portal: **mycmc.coloradomtn.edu**.

Virtual Library Information
http://library.coloradomtn.edu/content.php?pid=349163&sid=2891178

The Virtual Library has its doors open 24/7, providing access to thousands of online journals and newspapers, books and art images, downloadable videos and audio books, career resources and practice tests.

If you need help with the Virtual Library, email reference@coloradomtn.edu or call us at 800-621-8559, extension 2926.

Colorado Mountain College Online Learning
Information is available at: **www.coloradomtn.edu/online_learning/.**