

**Three Rivers Community College**

Syllabus

**Entrepreneurship – Bus – K218**

Fall Semester 2006

Thursdays 6:30 – 9:15 P.M.

Room: MO 107

Instructor: Armand Giroux - MBA

Home Phone (860) 739-9227

(until 9 P.M.)

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**Course Description:**

This course is designed especially for those students who wish to start a business. A strong emphasis on the practical applications of financing a new business, marketing goods and services, dealing with competitors, handling leases and landlords, legal elements for the new business person and other topics make up the bulk of this course. Reality-based projects and instruction enable students to practice immediate application of content.

**Course Objectives and Learning Outcomes:**

Evaluate individual characteristics to determine suitability as an entrepreneur.

Understand the degree of “commitment” required to succeed at entrepreneurship.

Learn the process of gathering resources to start a business.

Learn how to write and “sell” a business plan.

Learn the steps necessary to start up or purchase an existing business.

Evaluate selected legal, financial and environmental constraints.

Learn how to “grow” a business.

Learn about “harvest” and “exit” strategies.

Determine whether or not “starting a business” is for you

**Text and Supplies:**

“Successful Business Planning for Entrepreneurs”, Moorman & Halloran, 1st edition, Copyright 2006, Thompson/Southwestern - Publishers

Notebook and at least one pen and one pencil on hand at all times.

Highlighter in the color of your choice.

**Assignments:** Assignments will be given during/at the end of each class. It is expected that each student will maintain course requirements and will be prepared to actively participate in each class. (Remember, you cannot possibly participate if you are absent!)

**Course Format:**

In order to derive the maximum benefit from this course, our approach to achievement of stated objectives and expected outcomes will include classroom lecture(s) of various duration, depending upon the current topic, interactive participation between students and the instructor, team assignment and participation – both in class and outside – three exams and **development & presentation of a comprehensive start up business plan.** This process will draw upon our text, outside research (including the Internet) as well as the priceless personal experiences of students as well as those of the instructor.

**Attendance Policy:**

Each class will begin promptly at 6:30 P.M. Attendance at and participation in every *complete* class is expected. While bonafide emergencies will be recognized, each absence **beyond the first** will result in a course grade point penalty. Two **late arrivals/early departures** will be treated as an absence.

**Grading and Evaluation:**

A. Final course grades will be based on weighted scores as follows:

First Exam.....(Week 4 or 5).....	20%
Mid Term Exam.....	20 %
Presentation of business plan.....	25% (More Details below)
Class participation.....	10%
Final exam.....	25%

B. **All** make up exams will be subject to a 10 point exam grade reduction.

C. Scoring Value:

<u>Grade</u>		<u>Equivalent</u>	<u>Quality Points</u>
A	=	94-100	4.0
A-	=	90-93	3.7
B+	=	87-89	3.3
B	=	83-86	3.0
B-	=	80-82	2.7
C+	=	77-79	2.3
C	=	73-76	2.0
C-	=	70-72	1.7
D+	=	67-69	1.3
D	=	63-66	1.0
D-	=	60-63	0.7
F	=	59/less	0.0

**All questions concerning this grading summary are to be raised during the first class.**

**Class Meeting Dates:**

August 31  
September 7, 14, 21, 28  
October 5, 12, 19, 26  
November 2, 9, 16, 30 (No class 23<sup>rd</sup> –Thanksgiving Day)  
December 7

**Course Withdrawal Policy:**

Students may withdraw, at the registrar's office, without the instructor's signature until November 4. The last day to withdraw with instructor or advisor signature is November 28.

**Disabilities Statement:**

If you have a hidden or visible disability which may require classroom or test-taking modifications, please see me as soon as possible. If you have not already done so, please be sure to notify the Disability advisor in Student Services.

**Development and Presentation of a Business Plan:**

Student teams of at least three members will be assigned by the instructor to develop and present a Business Plan in accordance with the guidelines to be provided in class.

Time will be allowed in class for team membership assignment and the exchange of telephone numbers, email addresses etc...

Topics will not be accepted before the second week of class in order to permit team consensus in areas of common interest. First come-first served. Have an alternative topic readily available.

Plan to meet with your team **as often as necessary** to support each other and to meet project deadlines and milestones. While the election of a "leader" is not mandatory, it is highly recommended, based on experience.

Be advised that you can be "removed" from the team by your fellow members with the approval of the instructor. Since this project is a team effort, plan to perform as a team.

**Any student not participating in the Business Plan development and presentation will receive no credit for the project. This is a minus 25 grade points.**

Each Business Plan must consider each of the Business Plan elements. More will be discussed for this project in class. All Business Plans must be presented by December 1.

**Business Plan – Cont’d:**

Each Presentation team will be required to present its Business Plan to the class.. The format for presentation will be left to the team’s preference, however, each team must utilize a minimum of one (1) hour in order to allow for adequate coverage of each/all plan elements.

A **non-binding** team grade will be assigned, however, individual grades will be assigned **immediately** upon presentation completion.

Business Plan Topics for your consideration include:

**Starting a Business in the *retail* industry....**

- Fashion Products
- Convenience Store
- Consignment Shop

(Or your choice of related topic)

**Starting a Business in the *Service* Industry....**

- Dry Cleaning Business
- Home Powerwashing & Painting
- Opening a Restaurant
- Automotive Repair
- Open a Martial Arts Studio

(Or your choice of related topic)

**Starting a Business in the *Franchise* Industry....**

- Chain Clothing Store
- Fast Food Restaurant
- Weight Loss Center
- Hardware Store

(Or your choice of related topic)

**OR**

Your team may select a totally unique business plan topic. It may be fictitious or the result of interviewing an ongoing business.

**REMEMBER: Success is the meeting of preparation and opportunity....and always in that order.**

**Good Luck in the course !!**

