

# Three Rivers Community College

## Entrepreneurship

**Entrepreneurship:** BES K218-T1 Course Syllabus

**Class Meeting:** 6:30 P.M. – 9:15 P.M. Mondays. Room B114

**Instructor:** Walter Patrick, Phone 860-889-3542 until 9:00 P.M. E-Mail [WPatrick@tecc.commnet.edu](mailto:WPatrick@tecc.commnet.edu) or [walterp608@gmail.com](mailto:walterp608@gmail.com)

### **Course Description:**

This course concentrates on the personal and business fundamentals required to start and operate a successful new business venture. Topics include entrepreneurial opportunity, feasibility analysis, the business plan and planning for growth and change.

### **Learning Outcomes:**

Upon completion of this course, students will:

- Have knowledge of resources available in starting a business.
- Have knowledge and understanding of the relationship of small business and the economy.
- Have understanding of business ethics.
- Have knowledge of making ethical decisions.
- Have knowledge and understanding of small business entrepreneurs and their characteristics and competencies.
- Have knowledge and understanding of the creative process, opportunity and feasibility required in small business.
- Have understanding of part-time entrepreneurship and full time entrepreneurship.
- Have knowledge and understanding of SWOT analysis..
- Have knowledge and understanding of small business marketing, product and pricing strategies.
- Have knowledge of marketing plan development.
- Have knowledge and understanding of small business accounting, practices, and cash flow.
- Have knowledge and understanding of inventory, operations management and human resources required in small business.

### **Text:**

Launching New Ventures, 6<sup>th</sup> Edition, by Kathleen R. Allen. Cengage 2012.

**Method of Evaluation:**

Students will be evaluated by Instructor observation:

- ✓ Student's ability to recall or remember information.
- ✓ Student's ability to explain ideas or concepts.
- ✓ Does the student participate in class discussion and ask questions?
- ✓ Does the student arrive to class on time?
- ✓ Does the student show respect toward his classmates and instructor?
- ✓ Quality of student's homework assignments.
- ✓ Quality in presenting case studies as assigned in class.

**Grading, attendance, and classroom policies:**

End of chapter quizzes: 25 points (5 quizzes, date and times to be announced).

Homework: 25 points (Homework assignments to be assigned)

Final Exam: 35 Points

Class Participation: 15 Points. 0 to 15 points will be added to your final grade for handing-in properly completed homework, posing and responding questions, arriving to class on time, being attentive during class and demonstrating appropriate behavior while in class.

Accumulated points: 94 to 100 points = A  
90 to 93 Points = A-  
87 to 89 Points = B+  
83 to 86 Points = B  
80 to 82 Points = B-  
77 to 79 Points = C+  
73 to 76 Points = C  
70 to 72 Points = C-  
67 to 69 points = D+  
63 to 66 Points = D  
62 Points and below = F

**Attendance Policy:**

Perfect attendance will result in **5 Points added** to students the total course average.

One absence and **3 points added** to student's course average.

Two absences and **0 points added** to student's course average.

Three absences and **3 points subtracted** from student's total course average.

Four absences and **5 points subtracted** from student's total course average.

*In the event of a student expecting to be absent due to sickness or family issues the instructor will be notified before the occurrence via E-Mail using [walterp608@gmail.com](mailto:walterp608@gmail.com)*

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**Calendar of readings and assignments:**

Week 1 1/28/13 Class introductions, syllabus review, admin issues, course expectations and review of study habits. Reading assignment chapter 1.

Week 2 2/4/13 Review Chapter 1

Week 3 2/11/13 Chapter 2

Week 4 2/18/13 President's day observed-College no classes

Week 5 2/25/13 Review of Chapter 2 and end of Chapter 2 quiz

Week 6 3/4/13 Chapter 3

Week 7 3/11/13 Chapter 4

Week 8 3/18/13 Spring Break, no class.

Week 9 3/25/13 Chapter 5 and Chapter 4 quiz

Week 10 4/1/13 Chapter 6

Week 11 4/8/13 Chapter 7 & 8

Week 12 4/15/13 Chapter 9 & 10, end of Chapter 8 Quiz

Week 13 4/22/13 Chapter 11 & 12, end of Chapter 10 Quiz

Week 14 4/29/13 Chapter 13, 14 & 16

Week 15 5/6/13 Chapter 17 & 18

Week 16 5/13/13 **Final Exam review.**

Week 17 5/20/13 **Final Exam.**

Week 17 5/23/13 Final Grades submitted to Registrar's office.

Week 18 5/31/13 Student Grades available on Web.

**Academic Integrity Policy:**

During this course, all assignments (quizzes, written reports and exams) will be the sole responsibility of the student. The student must adhere to a strict honor code and agree that all work is their own. Reports and exams are not to be collaborative effort. Students must agree to write their own paper and take the exams according to the rules set forth.

**Disabilities Statement:**

If you have a hidden or visible disability that requires classroom or test-taking modifications, please see me as soon as possible. If you have not already done so, please register with Mr. John Perch, Disabled Student Counselor.

**Suggested Reading to supplement course content:**

- The one-Day Marketing Plan by Roman G. Hiebing Jr and Scott W. Cooper. MCGraw Hill, companies. ISBN # 0-07-139522-9.
- The Lean Startup by Eric Ries, 2011 by Crown Business Publishing Group. ISBN # 978-0-307-88789-4