

ENTREPRENEURIAL MANAGEMENT

(Spring 2010)

COURSE INFORMATION:

<i>Class Number:</i>	22363 Monday, Tuesday and Wednesday (11:00 – 11:50)
<i>Meeting Time/Day:</i>	Monday, Tuesday and Wednesday (11:00 – 11:50)
<i>Credits:</i>	3
<i>Organization:</i>	Mid-State Technical College (MSTC)
<i>Course Instructor:</i>	Brian Bartel
<i>E-mail Address:</i>	brian.bartel@mstc.edu
<i>Office Phone:</i>	(715) 342-3119
<i>Course Text:</i>	Small Business Management (14 th edition), by Longenecker, Moore, Petty and Palich

COURSE DESCRIPTION:

This course is designed to introduce students to the concept of entrepreneurship. Students will study entrepreneurial practices primarily by developing a business plan for a venture of their choice. This will include comparing ways of going into business, and developing marketing, legal, financial, products/services, management and operations plan for a small business of their choice. Entrepreneurial behavior within companies will also be examined.

CORE ABILITIES:

Act with integrity
Communicate effectively
Demonstrate effective critical and creative thinking
Demonstrate global awareness

UNITS AND COMPETENCIES:

1. Demonstrate entrepreneurial behavior
2. Compare buying a business versus starting a new business
3. Evaluate a franchise opportunity
4. Design a #1) **PRODUCT** or **SERVICES** plan
5. Construct a #2) **MARKETING** plan
6. Develop a #3) **MANAGEMENT** plan
7. Develop an #4) **OPERATING** plan
8. Formulate a #5) **LEGAL** and **RISK MANAGEMENT** plan
9. Generate a #6) **FINANCIAL** plan
10. Presentation of a **BUSINESS** plan

GRADING:

The letter grade you earn in this course will be based on the following:

30% Exams (2 X 15%)

60% TEAM Projects (6 X 10%)

10% Classroom "participation"/performance/attitude and behavior, i.e. "core abilities" (on-going)

GRADING SCALE:

A	100 – 94	A-	93 – 92			
B+	91 – 90	B	89 – 86	B-	85 – 84	
C+	83 – 82	C	81 – 79	C-	78 – 77	
D+	76 – 75	D	74 – 72	D-	71 – 70	F <70

COURSE EXPECTATIONS:

Attendance will be taken for record keeping/reporting purposes. **YOU** are responsible for attending class sessions and completing assigned work. If you are unable to attend a class session, you should attempt to make arrangements **BEFORE** your absence to make-up missed assignments, exams, etc.

You will need to communicate with your fellow students for missed lecture notes!

The MSTC business division has an attendance policy that states if a student misses **10% (i.e. 6) or more of scheduled classes**, an instructor is then allowed to drop the student from that particular class. **This policy will be enforced, so keep your absences to a minimum!**

Unexcused late assignments (i.e. "late" is defined as not being received by the start of the class period in which the assignment was due) will result in a loss of points. A late assignment, including project, will result in a loss of **10% of total points per CALENDAR day**.

*** No make-up exams or assignments (i.e. projects) will be accepted if they are more than one (1) week late! ***

To make up a missed exam, you will need to coordinate a day/time with the TESTING CENTER. The make-up exam will be placed in the testing center file on the day of the exam and will reside there for a week, after which time (if not taken), will be removed and a grade of zero (0) will be accessed.

*An "unexcused absence" from an exam will result in an immediate loss of **30% of total points**. YOU are responsible for all assigned material, so in the event you miss an exam you need to inform me of your intent to make up the missed exam.*

CLASSROOM MANAGEMENT:

Please make good use of the class time by being engaged in what's going on.

***** Refrain from table talking not related to the learning activity *****

This is not only disrespectful and a distraction to the instructor, but also to the other students in the classroom. Do not work on coursework for this course, or from another course during this class time, unless otherwise instructed.

Please turn off your cell phones while in class. There is to be no texting while in class.

*Laptops are acceptable as long as they are used **solely for note-taking** (i.e. NO surfing, facebook, etc.) and are NOT allowed for an exam. **Please PRINT out your notes for all exams.***

Respect the other students in the class by not making fun of them, or of their ideas and by not holding side conversations that distracts them or me (the instructor) from the learning activity.

Academic Integrity policy for MSTC:

The Mid-State Technical College Board, administration, faculty and staff believe that academic honesty and integrity are fundamental to the mission of higher education. All students are expected to maintain and promote the highest standards of personal honesty and professional integrity. These standards apply to all examinations, assigned work and projects. Therefore, a student who is found to have been dishonest, fraudulent, or deceptive in the completion of work, or is willing to help others to be so, or who plagiarizes; presents the work of others as his or her own, is subject to disciplinary action up to and including suspension.

Statement of Disability Services:

If you know you have a recognized disability, or suspect that you might have one, it is your responsibility to identify yourself as soon as possible to the Disability Services staff in Student Services. Course standards will not be lowered, but various kinds of accommodations are available to you. Adequate and reasonable time will be required to develop and provide appropriate accommodations, so contact Disability Services as soon as possible. It is MSTC's goal to assist you in your educational plan.