BUS122 – Introduction to Entrepreneurship

3 Credits
CRN: 64250

INSTRUCTOR: Vanessa Cole
EMAIL: vanessa@hawaii.edu Use your UH email address, (preferred method of contact)
OFFICE HOURS: See course web site
In addition to regular hours, appointments are available.
EFFECTIVE DATE: Spring 2017

WINDWARD COMMUNITY COLLEGE MISSION STATEMENT
Windward Community College offers innovative programs in the arts and sciences and opportunities to gain knowledge and understanding of Hawai‘i and its unique heritage. With a special commitment to support the access and educational needs of Native Hawaiians, we provide O‘ahu’s Kō‘olau region and beyond with liberal arts, career and lifelong learning in a supportive and challenging environment — inspiring students to excellence.

CATALOG DESCRIPTION
This course covers the basic economic and business principles regarding small-scale business enterprises. Focusing on the creation of a business plan, topics include researching and evaluating resources, planning, marketing, cultivating money resources, and understanding key concepts in law, budgeting, financial statements, and business documentation.

STUDENT LEARNING OUTCOMES
1. Develop a comprehensive business plan for a future business enterprise.
2. Apply fundamental economic, financial, and organizational principles that govern the operation of business.
3. Work collaboratively in a group setting to cultivate entrepreneurship and develop solutions to economic issues.

WRITING INTENSIVE HALLMARKS:
1) Writing promotes learning of course content.
2) Writing is considered to be a process in which multiple drafts are encouraged.
3) Writing contributes significantly to each student’s course grade.
4) Students do a substantial amount of writing, a minimum of 4,000 words. Depending on the types of writing appropriate to the discipline, students may write critical essays or reviews, journal entries, lab reports, research reports or reaction papers.
5) To allow for meaningful teacher-student interaction on each student’s writing, the class is restricted to 20 students.
6) Individual conferences between faculty and students (to respond to drafts of the students’ writing assignments) are required in WI courses at Windward CC, and these are mandatory.
COURSE TASKS AND GRADING

<table>
<thead>
<tr>
<th>AREA</th>
<th>POINTS</th>
<th>Percent of Grade</th>
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<tbody>
<tr>
<td>Participation &amp; class activities</td>
<td>210</td>
<td>35%</td>
</tr>
<tr>
<td>Business Plan Paper</td>
<td>300</td>
<td>50%</td>
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<tr>
<td>Discussion Postings</td>
<td>30</td>
<td>5%</td>
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<tr>
<td>Mini-exams (4)</td>
<td>60</td>
<td>10%</td>
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<tr>
<td><strong>GRAND TOTAL</strong></td>
<td><strong>600</strong></td>
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Grades for the course will be as follows:
- A  90-100% of possible points
- B  80-89% of possible points
- C  70-79% of possible points
- D  60-69% of possible points
- F  0-59% of possible points

*No incompletes or N grades will be given. You must take responsibility to complete the course or withdrawal. Unexpected extenuating circumstances will be reviewed for an exception.*

**LATE POLICY:** Being on time is an important aspect of entrepreneurship.
- Unit activities must be completed prior to turning the essay for that unit and will not be accepted after the essay.
- The final Business Plan is NOT accepted after the due date.
- For the Essays. Essays are considered late if they are turned more than 2 days after the due date.
  - If you have only one late essay for the semester, no points will be deducted.
  - If you turn in 2-3 late essays, 10% of the possible points will be deducted from your scores for each of the late essays.
  - If you turn in 4-5 late essays, 30% of the possible points will be deducted from your scores for all of the late essays.

**Assignment Information**

Writing Intensive – This is a writing intensive course. You will be required to do a substantial amount of writing. Writing will be incorporated into assignments exams, lessons and in-class exercises. The main writing assignment will be to produce a business plan for starting or acquiring a business.

Conference – You will be required to meet with the instructor for a conference at least once during the semester to discuss their writing and the business plan. **Conferences are mandatory.**

**Major writing assignment** – Business Plan Paper

**Summary:** Develop a business plan for a business that you are interested in starting or acquiring. As part of this you will collect tools, concepts, and research into the type of business, legal and other requirements and risks for such business. In addition, you will develop strategies in marketing, operations, business development, and finances and analyze the marketplace, and associated risks.
Throughout the course you will be developing your own business plan. Think about what you are learning each and every week. Determine which concepts and skills from the class will be of help to you starting your own business. Research the types of business, legal requirements, and plan out your business strategies.

The following steps will help you in developing your plan.

1. Each week define 3-5 sentences of information that will be helpful to you in your business plan. Include items from the online readings, lectures, tools, research, and class activities.

2. At the end of each of the five major units, write a two to five page essay incorporating and expanding on the bullet points of information.
   a. You will receive feedback for each paper from the instructor and from your fellow students.
   b. After the first essay, you will meet with the instructor for an individual conference to discuss your writing and your business plan.

3. Toward the end of the semester, the various unit essays will be incorporated into a business plan, which will explain your business model. The previous parts will need to be edited and changes according to feedback you have received and an introduction and conclusion will need to be added to your final paper as well as transitions between parts. The final product should be 16-20 pages.

4. Technical requirements: Times or Time New Roman font, 12 pt, double spaced, first line indent. Sections should have headings, which should be used to create a table of contents, APA citations where needed and bibliography included at the end. (Use Word tools!)

More information on the individual essays will be provided throughout the semester.

LEARNING RESOURCES

Course Website: http://vanessa.wcc.hawaii.edu/BUS122
Additional resources and readings will be posted on the class calendar in Laulima.
Laulima: https://laulima.hawaii.edu/portal

ADDITIONAL INFORMATION

Microsoft Office 2016 (some earlier versions may be okay)

Business-like behavior: ICS courses at Windward Community College are part of the Business department. To fulfill the objectives of the business department, students are expected to present business-like behavior. Failure to present business-like behavior may result in reduction of your course grade by one letter. Business like behavior includes:

   Online Discussions: Be courteous in online discussion areas.

   Turn in assignments on time: Start assignments before the due date. If situations arise which prevent assignments from being completed on time, notify the instructor.

   Ask for assistance. In a business, if you are uncertain what to do, you would ask your boss for direction. In this class, ask the teacher for assistance.

Ask Questions: Students are often more successful if they ASK QUESTIONS! If you don't understand a term used - ASK! If you are uncertain of steps to take on a project - ASK! If you need extra help - ASK! The teacher is always more than willing to give help, but does not know if you need help unless you ask.
**Exams:** Exams will be based on class lessons, class readings, and understanding and comprehension of skills learned in class. The exams are multiple choice, matching, fill-in the blank. Completing all the lessons, exercises, projects will be an immense help completing the exam with a high score.

**Assignments:** All assignments, lessons, exercises will be posted online. Students are responsible to check the calendar frequently for class changes, information, and assignments. Assignments should be turned in via Laulima as specified in the assignment. Each student is individually responsible to see that work is completed on time. All work must be student’s own work.

Assignments are normally graded within one week from the *due date*. Late assignments will be graded late. If you want quick grading, be on time!

**Email:** Information regarding the class will be sent to your UH email address, check your email frequently. Email also the preferred method of contacting the teacher. Use your UH email address to correspond with the instructor.

**Ask Questions:** Students are often more successive if they ASK QUESTIONS! If you don’t understand a term used - ASK! If you are uncertain of steps to take on a project - ASK! If you need extra help - ASK!. The teacher is always more than willing to help, but does not know if you need help unless you ask.

**Individual Responsibility:** My philosophy is that students in college are adults and therefore responsible for their own performance in class. Each student must take the responsibility to check the course schedule and be sure that all lessons and assignments are completed. Students who take responsibility for their own actions will be better equipped to deal with later employment. Learn to take control of your own life – take responsibility for completing your work.

**Zero Tolerance for Academic Dishonesty:** Cheating by file sharing (giving or receiving files between students), copying work (in full or in part) from other students or sources such as the Internet, and any other form of academic dishonesty will not be tolerated. Anyone caught cheating will be assigned MINUS 60 points for that assignment, in addition a report of the incidence will be filed, which may result in the student being expelled from the school.

**DISABILITIES ACCOMMODATION STATEMENT**

If you have a physical, sensory, health, cognitive, or mental health disability that could limit your ability to fully participate in this class, you are encouraged to contact the Disability Specialist Counselor to discuss reasonable accommodations that will help you succeed in this class. Ann Lemke can be reached at 235-7448, lemke@hawaii.edu, or you may stop by Hale ‘Akoakoa 213 for more information.

**Course Calendar**

See course website