

BUS 122 Introduction to Entrepreneurship (CRN 60432) 3CR

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BUS 122B Introduction to Entrepreneurship:Sust.Ag. (CRN 60700) 3CR

SPRING 2014

Meeting Day & Time

Thursday 4:00P – 5:15P

Classroom

Palanakila 122

INSTRUCTOR:

Deacon Hanson

OFFICE:

Hale Na‘auao, Rm. 137

OFFICE HOURS:

To be announced at the start of the semester.

TELEPHONE:

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EMAIL:

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EFFECTIVE DATE:

Spring 2014

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 Ko‘olau region and beyond with liberal arts, career and lifelong learning in a supportive and challenging environment — inspiring students to excellence.

CATALOG DESCRIPTION

BUS 122

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. (3 hours lecture)

Recommended Preparation: BUS 120 and placement into ENG 100.

BUS 122B

This course is a specialized section of Introduction to Entrepreneurship that focuses on sustainable agriculture. The course will cover the basic economic and business principles regarding small-scale business enterprises connected to agriculture, with a particular focus on sustainable agriculture in Hawaii. With a focus 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. (3 hours lecture)

Recommended Preparation: BUS 120 and placement into ENG 100.

Student Learning Outcomes

Upon completion of the course, the student will be able to:

- Develop a comprehensive business plan for a future business enterprise.
- Apply fundamental economic, financial, and organizational principles that govern the operation of business (**a sustainable agriculture business^A**)
- Work collaboratively in a group setting to cultivate entrepreneurship and develop solutions to economic issues.
- **Apply general entrepreneurial concepts to sustainable agriculture practices in Hawaii^A**.

^A – This Student Learning Objective, or portion thereof, pertains to BUS 122B Introduction to Entrepreneurship: Sust. Ag.

Activities Required at Scheduled Times Other than Class Times

The University of Hawaii Lulima course management website is used for general management of the course and may be used to administer examinations. Students are expected to access their Lulima accounts to check for announcements and assigned activities. This class is taught in a hybrid mode. Part of the materials and activities for this class will be offered through the World Wide Web. It would be desirable for students to have access to a computer, the Internet, and use their UH hawaii.edu e-mail account to participate in this class.

ASSESSMENT TASKS, GRADING, AND COURSE CONTENT

- Available Course Points are as follows:

40.0% Business Plan

30.0% Midterm Examination

30.0% Final Exam

100.0%

- **Business Plan**

Over the course of the semester, students are required to create a written Business Plan for a business that they may be interesting in starting or acquiring. (**Note: Business Plans for students enrolled in BUS 122B will be focused on a sustainable agriculture operation**).

The instructor will provide students with examples of business plans from different industries. Students are not expected to use any particular format, and may choose the format that best communicates their ideas. A business plan serves several purposes, two of which are 1) to allow the business owner(s) to organize their ideas in a systematic manner, and 2) to function as marketing tool when seeking out investor capital, lender financing, and customer buy-in. All student business plans should provide the reader with detail in the following areas:

1. Product/Service Description
2. Industry and Marketplace Analysis
3. Marketing Strategy
4. Operational Strategy
5. Development Strategy
6. Roll-Out-Plan
7. Management Team
8. Risk Analysis
9. Financial Plan

Student business plans should also include detailed:

1. Financial Statements
2. Break-even analysis
3. Development Timelines
4. Management Team Resumes
5. Any other supporting documents and information.

All business plans are due by **April 1, 2014**.

- **EXAMS**

Over the length of the semester, we will discuss several business concepts during our class meetings. The Midterm Examination and the Final Examination will be based on the material covered in these class discussions along with material from the assigned reading. Prior to each Examination, the instructor will provide the students with a review of the key concepts to focus on.

- **COURSE GRADES**

Students' individual letter grades will be given at **the end of the course** and will be based on their overall success in percentage terms, weighted as shown in 2. above. **Note: Grade percentages shown at the Laulima website are unofficial, and may differ significantly from the student's final course grade. Students who wish to assess their progress during the semester should arrange to meet with the instructor.** Letter grades will be assigned to students based on overall percentage scores as follows:

A	90% or better weighted average
B	80% or better, but less than 90%
C	70% or better, but less than 80%
D	60% or better, but less than 70%
F	below 60%

I Incompletes will not be given

C/NC Credit/No Credit option is available for this course.

W Withdrawal grade will only be given if official withdrawal is processed according to published procedures. (See current schedule and college catalog)

LEARNING RESOURCES

1. Entrepreneurship, Second Edition, Steve Mariotti and Caroline Glackin, Prentice Hall 2010.
2. Class Discussion
3. Handouts and Laulima postings provided by the instructor over the course of the semester.
4. Material uncovered during independent research conducted by students.

Additional Information

1. **THERE WILL BE NO MAKE-UP EXAMINATIONS** for the midterm examination, and the final examination.
2. If you need a face-to-face meeting with the instructor, please contact him to arrange a time.

Academic Dishonesty

Students enrolled in this course are expected to abide by the academic honor code of the College. Acts of academic dishonesty will not be tolerated and will be dealt with in accordance with the College guidelines.

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.