

Spring 2015

BUS 122 Intro to Entrepreneurship (CRN 60433)

3 credits

ONLINE

INSTRUCTOR: Deacon Hanson
OFFICE: Palanakila 132
OFFICE HOURS: Tuesdays & Thursdays 11:00AM - 11:30AM & 2:15PM - 3:00PM
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EFFECTIVE DATE: FALL 2015

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

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. (Online)

Recommended Preparation: BUS 120 and placement into ENG 100.

Activities Required at Scheduled Times Other Than Class Times

The University of Hawaii Laulima course management website is used for the general management of this course and may be used to administer examinations and other assignments. Students are expected to access the course's Laulima website, and their UH e-mail accounts on a regular basis, to check for announcements and assigned activities. The instructor facilitates the class using an asynchronous online mode of instruction. Students may be required to coordinate one, or more, of their test taking sessions with a qualified testing center. The material and activities for this class will be offered through the World Wide Web. To participate in this class, students will need to have access to a computer, access to the Internet, and an understanding of how to use their UH hawaii.edu e-mail account.

STUDENT LEARNING OUTCOMES

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

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.
4. **Apply general entrepreneurial concepts to sustainable agriculture practices in Hawaii^A.**

^A **Student Learning Outcome 4. above only applies to students who are registered in the BUS 122B section.**

COURSE TASKS

1. Business Plan (50 POINTS)

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 should be focused on a sustainable agriculture operation). 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:

- a. Product/Service Description
- b. Industry and Market Analysis
- c. Marketing Strategy
- d. Operational Strategy
- e. Development Strategy
- f. Roll-Out-Plan (including development timelines)
- g. Management Team (including resumes of key members)
- h. Risk Analysis
- i. Financial Plan (including detailed financial statements & break even analysis)
- j. Any other supporting documents and information.

Students may choose to make their business plan a team project. This is encouraged but not required. A team must be between three (3) and five (5) members in size. All business plans are due in the designated team leader's Lulima dropbox by **November 7, 2015.**

2. HP LIFE e-Learning for entrepreneurs (20 Points)

HP offers a free learning resource with twenty-five (25) interactive courses in finance, operations, marketing, and communications. As a student completes each module, he/she receives a certificate of completion. Each certificate of completion is worth one (1) point. Complete twenty (20) certificates to receive the full twenty (20) points. Note that students who complete all twenty-five (25) certificates will have five (5) additional points applied in their final grade calculation. The URL for HP LIFE e-Learning is:

www.life-global.org/go/nacce.

Students will upload all completion certificates into their Lulima dropbox by **December 10, 2015 at 5:00pm**

3. Discussion Question Responses (20 Points)

Throughout the semester, the Instructor will post discussion questions to the Lulima Discussion forum. These discussion questions are meant to stimulate ongoing discussion between the student members of the class. **The instructor is not looking for a mere response to his question.** The instructor wants to see how

students communicate amongst themselves to collaboratively arrive at an adequate response to the topic posed by the instructor. As such, acceptable participation in the Lalulima Class Discussion forum includes:

- a. Responses that build on the responses of other students or question other students' positions.
- b. Discussion between students that demonstrates research collaboration, the sharing of knowledge, problem solving, idea development, healthy intellectual debate, and any other activity that addresses the discussion question from an academic and/or practical perspective.
- c. Solicitations for input from other students or the group in general. Note that any requests for input should be detailed and relevant to the topic. A student, or students, that request input should follow-up with the information that is provided to him/her, and assure that the discussion is ongoing.
- d. Discussion questions should be treated as an opportunity to share ideas and obtain feedback from fellow students and not as a mere requirement that must be met.
- e. All discussions may continue for the entire semester.
- f. All discussion questions will be closed at 5:00PM on December 10, 2015. A student will earn four (4) points for each discussion question which he/she thoroughly (see a. through e. above to gain an understanding of "thoroughly") participates in, for a maximum of 20 points.

4. Quizzes (10 Points)

The instructor will make use of several open access resource websites including, but not limited to, the SBA website, HP Life e-Learning, State and Federal websites, etc. Additionally, the student will be required to read *Preparing Effective Business Plans, An Entrepreneurial Approach*, by Bruce R. Barringer.

Two (2) Lalulima based quizzes will be taken by all students, with questions drawn from the resources noted in the previous paragraph, along with the knowledge generated in the course's Lalulima Discussion Question forum. Prior to these quizzes, the instructor will provide a short review of the required material via an email/Lalulima announcement. Each quiz will be worth five (5) points.

ASSESSMENT TASKS AND GRADING

Overall course grades are based on the total points earned and break down as follows:

Points Grade

90+ A
80 to 89 B
70 to 79 C
60 to 69 D
less than 60 F

Points may be earned in the following areas:

<u>Assignment / Quiz</u>	<u>Points</u>
Business Plan	50
HP LIFE e-Learning (20 Modules)	20
Discussion Questions (5 minimum)	20
Quiz 1	5
Quiz 2	5
Total	<u>100</u>

LEARNING RESOURCES

List textbooks, materials or supplies required or recommended for the course.

1. Barringer, Bruce R.. Oklahoma State University: Pearson, ***Preparing Effective Business Plans An Entrepreneurial Approach***, Second Edition 2015.

ISBN-13: 978-0-13-350697-6

ISBN-10: 0-13-350697-5

2. This is a list of resources to start the semester with. As the semester progress, additional resources will be added. If a student finds a resource that he/she feels will add significant value to the course content please bring it to the instructor's attention.
 - a. **Small Business Administration Website**
<https://www.sba.gov/>
 - b. **HP LIFE e-Learning for entrepreneurs Website**
http://www.life-global.org/en/LEARN-ONLINE/HP-Life-e-Learning?utm_source=nacce&utm_medium=referral&utm_content=NACCE_Generic&utm_campaign=Partner&cohortID=2267
 - c. **State of Hawai'i Business Registration Website**
<http://cca.hawaii.gov/breg/>
 - d. **State of Hawai'i Department of Commerce and Consumer Affairs**
<http://cca.hawaii.gov/>
 - e. **Department of Business, Economic Development and Tourism**
<http://dbedt.hawaii.gov/>
 - f. **Shidler Pacific Asian Center for Entrepreneurship**
<http://pace.shidler.hawaii.edu/>
 - g. **Steve Blank Website**
http://steveblank.com/slides/#Videos* 5
 - h. **Entrepreneur**
<http://www.entrepreneur.com>
 - i. **BusinessesForSale.com**
<http://www.businessesforsale.com/>
 - j. **Young Entrepreneur**
<http://www.youngentrepreneur.com>
 - k. **Entrepreneurship.org**
<http://www.entrepreneurship.org>
 - l. **Loopnet**
<http://www.loopnet.com>
 - m. **Startup Nation**
<http://www.startupnation.com/>
 - n. **Foundation for Enterprise Development**
<http://www.fed.org/publications-books>

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 SCHEDULE

Week		Preparing a Effective Business Plan Chapter	HP LIFE MODULES
Beginning	Ending		
08/24/15	08/29/15	Preliminaries: Introduction, Syllabus Review, HP LIFE enrollment	Business Email
08/30/15	09/05/15	Chapter 1 Why Plan	Finding Funding
09/06/15	09/12/15	Chapter 2 Developing and Screening Business Ideas	Effective Business Websites
09/13/15	09/19/15	Chapter 3 Feasibility Analysis	Selling Online Setting Prices
09/20/15	09/26/15	Chapter 4 Introductory Material, Executive Summary, and Description of the Business	Unique Value Proposition Effective Presentations
09/27/15	10/03/15	Chapter 5 Industry Analysis	Maximizing Capacity
10/04/15	10/10/15	Quiz #1 Chapters 1 through 5, HP Life Modues, and SBA Readings	
10/11/15	10/17/15	Chapter 6 Market Analysis	Your Target Audience
10/18/15	10/24/15	Chapter 7 Marketing Plan	Marketing Benefits vs. Features Customer Relationship Social Media Marketing
10/25/15	10/31/15	Chapter 8 Management Team and Company Structure	Managing Contact Information
11/01/15	11/07/15	Chapter 9 Operations Plan and Product (or Service) Design and Development Plan	IT For Business Success Inventory Management Hiring Staff
11/08/15	11/14/15	Chapter 10 Financial Projections	Basics of Finance Sales Forecasting
11/15/15	11/21/15	Chapter 10 Financial Projections	Profit and Loss Cash Flow
11/22/15	11/28/15	Chapter 11 Presenting the Plan with Confidence	Present Data
11/29/15	12/05/15	Finalize Business Plans - Business Plans Due by 12/03/15	
12/06/15	12/12/15	Revise Business Plans and Resubmit	
12/13/15	12/19/15	Quiz #2 Chapters 6 through 11, HP Life Modules, and SBA Readings	