

Spring 2015

BUS 122 (CRN 63460) **Intro to Entrepreneurship**
BUS 122B (CRN 63461) **Intro to Entrepreneurship:Sust.Ag.**

3 credits

ONLINE

INSTRUCTOR: Deacon Hanson
OFFICE: Palanakila 132
OFFICE HOURS: To be announced in Laulima during the 1st week of instruction
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EFFECTIVE DATE: Spring 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

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.

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 and other assignments. Students are expected to access their Lulima accounts to check for announcements and assigned activities. This class is taught in an asynchronous online mode. Some of the materials and activities for this class will be offered through the World Wide Web. Students will need to have access to a computer, the Internet, and use their UH hawaii.edu e-mail account to participate in this class.

STUDENT LEARNING OUTCOMES

The student learning outcomes for the course are:

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 (**a sustainable agriculture business^A**)
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 – This Student Learning Objective, or portion thereof, pertains to BUS 122B Introduction to Entrepreneurship: Sust. Ag.

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:

1. Product/Service Description
2. Industry and Marketplace Analysis
3. Marketing Strategy
4. Operational Strategy
5. Development Strategy
6. Roll-Out-Plan (including development timelines)
7. Management Team (including resumes of key members)
8. Risk Analysis
9. Financial Plan (including detailed financial statements & break even analysis)
10. 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. For details on the

grading, see Business Plan Rubric in resources at Laulima. All business plans are due in the designated team leader's Laulima dropbox by April 18, 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 Laulima dropbox by May 6, 2015.

3. Discussion Question Responses (20 Points)

Throughout the semester, the Instructor will post five (5) discussion questions to the Laulima Discussion forum. The student is responsible will participate in the discussion by adding his/her insight and building on any responses that have already been provided. A student may question another member's response and/or ask for input from the group. The discussion relating to a particular discussion question may be ongoing and may overlap the time of the other discussion questions. Students should treat the discussion question requirement as an opportunity to share ideas and obtain feedback from fellow students and not as a mere requirement that must be met. If need be, please continue all discussions for the entire semester. All discussion questions will be closed at 5:00PM on May 6, 2015. A student will earn four (4) points for each discussion question which he/she participated in.

4. Quizzes (10 Points)

Although a textbook has not been assigned for this course, 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. The instructor will refer students to specific areas of these websites. During the semester, two (2) Laulima based quizzes will be taken by all students. Prior to these quizzes, the instructor will provide a short review of the required material. 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:

<u>Points</u>	<u>Grade</u>
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 Question 1	4
Discussion Question 2	4
Discussion Question 3	4
Discussion Question 4	4
Discussion Question 5	4
Quiz 1	5
Quiz 2	5
Total	<u>100</u>

Note the students who complete all 25 of the HP LIFE e-Learning certificates will earn an extra five (5) points as a bonus to be applied to their overall course score. Also note that the instructor will provide additional bonus points from time to time. Any additional bonus point opportunity will be announce through the course's Laulima website.

LEARNING RESOURCES

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.

Small Business Administration Website

<https://www.sba.gov/>

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

State of Hawai'i Business Registration Website

<http://cca.hawaii.gov/breg/>

State of Hawai'i Department of Commerce and Consumer Affairs

<http://cca.hawaii.gov/>

Department of Business, Economic Development and Tourism

<http://dbedt.hawaii.gov/>

Shidler Pacific Asian Center for Entrepreneurship

<http://pace.shidler.hawaii.edu/>

Steve Blank Website

http://steveblank.com/slides/#Videos*

Entrepreneur

<http://www.entrepreneur.com>

BusinessesForSale.com

<http://www.businessesforsale.com/>

Young Entrepreneur

<http://www.youngentrepreneur.com>

Entrepreneurship.org

<http://www.entrepreneurship.org>

Loopnet

<http://www.loopnet.com>

Startup Nation

<http://www.startupnation.com/>

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.