



UNIVERSITY of HAWAII®  
**WINDWARD**  
COMMUNITY COLLEGE

## **BUS 122 INTRODUCTION TO ENTREPRENEURSHIP**

**Three (3) Credits**

**CRN 64213**

**INSTRUCTOR:** Deacon Hanson, CPA (not in public practice), MAcc  
**OFFICE:** Palanakila 132  
**OFFICE HOURS:** Online by appointment. Contact me via email, text, and telephone (cell or office). Please use (808) 224-2278.  
**TELEPHONE:** 236-9237(office)  
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**EFFECTIVE DATE:** Spring/2023

### **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 the Ko'olau region of O'ahu 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. (3 hours lecture)

Recommended Preparation: BUS 120 and placement into ENG 100.

#### **The student learning outcomes are:**

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.

#### **Activities Required at Scheduled Times Other Than Class Times**

Course work will be facilitated and completed using a combination of the University of Hawaii Laulima course management website, the Small Business Administration website, and the HP Life website. Laulima will be used for discussion forums. The Small Business Administration website will provide reading resources and business plan templates for the student. HP Life will be used to for study modules.

## STUDENT LEARNING OUTCOMES

The student Learning Outcomes are listed above in the Catalog Description category of this syllabus.

## COURSE CONTENT

### BUSINESS PLAN

The student will be challenged to develop a complete business plan for a business of his/her choice. The final business plan is due by the last day of instruction. **If all sections are, included a typical business plan will range from 16 to 25 pages, having a minimum of 1,600 words (W4).** Please utilize the business plan template of your choice. If you do not have template to follow, the Small Business Administration website has templates that are free for you use. The draft of your business plan will be due at the end of the second week of class. You may submit this draft in outline format or in full text. I will provide you ongoing feedback which you can use to modify your business plan. **You are expected to conference with the instructor as you progress through the development of your written business plan. Conferences may be scheduled via Zoom and/or in person (W2).** Over the remaining weeks in the term, you are welcome to re-submit your draft business plan for additional feedback as many times as you feel necessary. The final business plan will be due on the last day of instruction.

### DISCUSSION FORUM

Students are also required to participate in the written Laulima discussion forums that are listed in the schedule on the last page of this syllabus. **Each discussion post must be a minimum of 600 words - total of 2,400 words (W2 & W4).** Students are required to make an original post to each question along with a post responding to a fellow classmate. There will be four (4) discussion forum questions over the term of the course.

### HP LIFE TUTORIALS

HP Life is a free online service which offers tutorials in different facets of business. Listed in the syllabus are HP Life Tutorials that have been picked out for this course. You will need to complete these tutorials before the end of the term. You will evidence your completion by uploading your completion certificate to your Laulima course dropbox. To get credit for a module, you must have a score of 70% or more on each module.

### SBA READINGS AND ACTIVITIES

I have listed readings and activities from the SBA website in the schedule at the back of this syllabus. You should take the time to read through these online resources and complete any activities that are incorporated in those readings. The discussion forum questions will be tied to both the SBA readings and the HP Life modules.

## COURSE TASKS

1. Business Plan
2. Discussion Forum
3. HP Life Tutorials
4. SBA Readings and Activities

## ASSESSMENT TASKS AND GRADING

1. To pass the course, you must complete submit a complete business plan. See the SBA template at the SBA website for an example business plan, including the common sections.
2. Available Course Points are as follows:

<u>Task</u>	<u>Points</u>
Business Plan	70*
Discussion Forum	20*
HP Life Modules	10
SBA Reading	_____0 note: SBA readings will prepare you for the discussion forum.
Total	_____100

**\*This class uses writing to promote the learning of course materials with 80% of the overall grade derived from written assignments (W3).**

### OVERALL GRADE

Students' individual letter grades will be given at **the end of the course** and will be based on their overall accumulation of earned points as detailed in 2. above. Letter grades will be assigned to students based on overall point scores as follows:

A	90 POINTS OR MORE
B	BETWEEN 80 POINTS AND 89 POINTS
C	BETWEEN 70 POINTS AND 79 POINTS
D	BETWEEN 60 POINTS AND 69 POINTS
F	BELOW 60 POINTS
I	Incomplete may be given as a temporary grade if a student fails to complete a small part of the course because of circumstances beyond his or her control. The student is expected to complete the course by the designated deadline in the succeeding semester. If this is not done, the I grade will revert to the contingency grade identified by the instructor.
W	Withdrawal grade will only be given if official withdrawal is processed according to published procedures. (See current schedule and college catalog)
CR/NC	The Credit / No-Credit option is available for this course. Check with Admissions and Records if this is what you decide to do.

## LEARNING RESOURCES

The student will need access to:

1. The Laulima course site
2. HP Life - <https://www.life-global.org/#courses>
3. Small Business Administration website - <https://www.sba.gov/>

## ADDITIONAL INFORMATION

- Deacon Hanson holds a BBA and a MAcc from the University of Hawaii and is licensed in Hawaii as a Certified Public Accountant (not in public practice).
- The course has been designed to reward students for their perseverance and hard work. Students are encouraged to work, and re-work their business plans as many times as necessary to produce a quality document.
- Students should use the Overall Grading section of this syllabus to calculate their current overall grade as the semester progresses. If you have questions on how to do this, please contact the instructor.
- MySuccess: Students may be referred for extra help or advising through MySuccess. Students can also explore resources at MySuccess.Hawaii.edu and [windward.hawaii.edu/MySuccess](http://windward.hawaii.edu/MySuccess)

## DISABILITIES ACCOMMODATIONS

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. Jodi A.-K. Asato, Counselor, Disability Student Services Office Hale Koko 105, 808-235-7472, [wccdsso@hawaii.edu](mailto:wccdsso@hawaii.edu)

## TITLE IX

Title IX prohibits discrimination on the basis of sex in education programs and activities that receive federal financial assistance. Specifically, Title IX prohibits sex discrimination; sexual harassment and gender-based harassment, including harassment based on actual or perceived sex, gender, sexual orientation, gender identity, or gender expression; sexual assault; sexual exploitation; domestic violence; dating violence; and stalking. For more information regarding your rights under Title IX, please visit: [https://windward.hawaii.edu/Title\\_IX/](https://windward.hawaii.edu/Title_IX/).

Windward Community College is committed to the pursuit of equal education. If you or someone you know has experienced sex discrimination or gender-based violence, WCC has resources to support you. To speak with someone confidentially, contact the Mental Health & Wellness Office at 808-235- 7393 or Kaahu Alo, Designated Confidential Advocate for Students, at 808-235-7354 or [kaahualo@hawaii.edu](mailto:kaahualo@hawaii.edu). To make a formal report, contact the Deputy Title IX Coordinator, Karen Cho, 808-235-7404, [kcho@hawaii.edu](mailto:kcho@hawaii.edu).

**ACADEMIC INTEGRITY**

Work submitted by a student must be the student's own work. The work of others should be explicitly marked, such as through use of quotes or summarizing with reference to the original author.

Students can upload papers to <http://www.TurnItIn.com> to have papers checked for authenticity, highlighting where the paper potentially fails to appropriately reference sources.

In this class, students who commit academic dishonesty, cheating or plagiarism will have the following consequence(s):

Students will receive a failing grade for plagiarized assignments.

All cases of academic dishonesty are referred to the Vice Chancellor for Student Affairs.

**ALTERNATE CONTACT INFORMATION**

If you are unable to contact the instructor, have questions that your instructor cannot answer, or for any other issues, please contact the Academic Affairs Office:

Location: Alakai 121

Phone: 808-235-7422

Email: [wccaa@hawaii.edu](mailto:wccaa@hawaii.edu)

**COURSE SCHEDULE**  
**BUS 122**  
**SPRING 2023 SCHEDULE**

**Week**

03/05/23	03/11/23	sba website: Planning Your Business  HP Life Module: Starting a Small Business  Discussion Forum #1
03/19/23	03/25/23	Draft Business Plan Outline Due
03/26/23	04/01/23	sba website: Launch Your Business  HP Life Module: Finding Funding  HP Life Module: Profit and Loss  Discussion Forum #2
04/02/23	04/08/23	sba website: Managing Your Business  HP Life Module: Sales Forecasting  HP Life Module: Setting Prices
04/09/23	04/15/23	sba website: Grow Your Business HP Life Module: Strategic Planning Discussion Forum #3
04/16/23	04/22/23	sba website: Hire and Manage Employees  HP Life Module: Hiring Staff  Unemployment Insurance (UI)
04/23/23	04/29/23	Hawaii State General Excise Tax  Discussion Forum #4  Department of Commerce and Consumer
04/30/23	05/05/23	<b>Finalize Business Plan Submission</b>

