



UNIVERSITY of HAWAII*
WINDWARD
COMMUNITY COLLEGE

BUS 122 – Introduction to Entrepreneurship

3 Credits (CRN 64242)

Tuesdays 1:05 pm – 2:25 pm, Thursdays 1:50 pm – 2:35 pm

INSTRUCTOR: Mark Kanno

OFFICE: Virtual

OFFICE HOURS: By Appointment

TELEPHONE: (808) 451-6020

EMAIL: mkanno@hawaii.edu

EFFECTIVE DATE: Fall 2024

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.

Activities Required at Scheduled Times Other than Class Times

Independent research, homework assignments, reactions papers, final course project, and final presentation.

STUDENT LEARNING OUTCOMES

As a result of taking this course, students can expect to attain the following

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.

COURSE TASKS

- Weekly reaction papers (10) @ 25 pts each..... 250 pts
- Homework assignments (10 @ 25 pts each)..... 250 pts
- Participation.....100 pts
- Business Plan Part 1.....100 pts
- Business Plan Part 2.....100 pts
- Presentation.....200 pts

Total.....1000 Pts

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completed written business plan, and marketing research findings, that will be worked on throughout the semester (400 points of total grade), for a total of 500 possible points.

ASSESSMENT TASKS AND GRADING

Grading Scale: You will receive a letter grade based on the following percentage scale:

A = 90-100%, B = 80-89%, C = 70-69%, D = 60-69%, F = 0-59%

N= The 'N' grade indicates that the student has worked conscientiously, attended regularly, finished all work fulfilled course responsibilities, and has made measurable progress. However, either the student has not achieved the minimal student learning outcomes and is not prepared to succeed at the next level or the student has made consistent progress in class but is unable to complete the class due to extenuating circumstances, such as major health, personal, or family emergencies.

COURSE CONTENT.

Concepts or Topics (List the terms, topics, or concepts students should know or understand)

- *Business Communications*
- *Business Plan*
- *Effective Leadership*
- *Innovation*
- *Small Business Start up*
- *Strategic Planning*
- *Entrepreneurship*

LEARNING RESOURCES

Skills or Competencies (List what students should be able to do in order to complete the student learning outcomes)

1. *Effective Business Writing/Communications*
2. *Creative and Proactive Thinking*
3. *Analysis of Business*
4. *Effective Teamwork*
5. *Problem Solving*
6. *Need Evaluation*

ADDITIONAL INFORMATION (This may be included here or in an appendix.)

- **CELL PHONE POLICY:** Today, more than ever, our cell phones are an extension of who we are. Obviously, they can cause a distraction at times when our attention is needed in other areas. For the face-to-face class, we ask that your cell phones be switched to vibrate or silenced mode so as not to distract from the group discussion. On the bright side, in your face-to-face portion of this cohort class, you will be using your phone for a variety of activities as it is a valuable tool for financial success.

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- **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

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 Accessibility Counselor to discuss reasonable accommodations that will help you succeed in this class. Roy Inouye can be reached at (808) 235-7448, royinouy@hawaii.edu, or you may stop by Hale Kāko‘o 106 for more information.

SEX DISCRIMINATION AND GENDER-BASED VIOLENCE RESOURCES (TITLE IX)

Windward Community College is committed to providing a learning, working, and living environment that promotes personal integrity, civility, and mutual respect and is free of all forms of sex discrimination and gender-based violence, including sexual assault, sexual harassment, gender-based harassment, domestic violence, dating violence, and stalking.

If you or someone you know is experiencing any of these, WCC has staff and resources to support and assist you. To report an incident of sex discrimination or gender-based violence, as well as receive information and support, please contact one of the following:

Leslie Cabingabang, Confidential Advocate
Phone/Text: ((808) 348-0432 or (808) 341-4952
Email: advocate@hawaii.edu
Office: Hale Kāko‘o 107

Desrae Kahale, Mental Health Counselor & Confidential Resource
Phone: (808) 235-7393
Email: dkahale3@hawaii.edu
Office: Hale Kāko‘o 101

Karen Cho, Deputy Title IX Coordinator
Phone: (808) 235-7404
Email: kcho@hawaii.edu
Office: Hale ‘Alaka’i 120

As a member of the University faculty, I am required to immediately report any incident of sex discrimination or gender-based violence to the campus Title IX Coordinator. Although the Title

IX Coordinator and I cannot guarantee confidentiality, you will still have options about how your case will be handled. My goal is to make sure you are aware of the range of options available to you and have access to the resources and support you need.

For more information regarding sex discrimination and gender-based violence, the University's Title IX resources and the University's Policy, Interim EP 1.204, go to manoa.hawaii.edu/titleix/

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ACADEMIC INTEGRITY (This section is optional)

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.

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: Alaka'i 121
- Phone: (808) 235-7422

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