

# JAMESTOWN COMMUNITY COLLEGE

State University of New York

## Instructor Course Syllabus

**Course Abbreviation & Number: BUS 1430**

**Course Title: Entrepreneurship I**

**Course Instructor: Mrs. Rachel Castiglia**

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**Contact Information:**

Phone: 716-934-2603

ext.2193

**Office Location:** High School Room 193

**Office Hours:** Period 2, 6, 9

**Current Semester:** Fall 2022

**Course Description:** This course provides the student with skills and resources necessary to assess current personal, economic, social, and business environment for opportunities for new ventures. Students will assess their business ideas based on their own strengths and skills, by looking internally at prior experience, education and skills. In addition, the student will begin an external analysis of area trends. Business ideas will be matched with the student's skills, as well as personal, professional, and financial goals. Students will finalize their business concept and conduct a feasibility study of their local market.

### **Course Student Learning Outcomes:**

Students who demonstrate understanding can:

1. Examine willingness and desire to be an entrepreneur by evaluating a business idea against a personal vision lifestyle, professional and financial goals.
2. Conduct preliminary research on chosen product/service and its relation to the industry, competition, and other market considerations.
3. Determine the initial feasibility of a business concept as compared to a model business and identify the next steps to take including whether to start the business or pursue something else.
4. Effectively apply knowledge and skills to a real-world experience, creative project, or independent intellectual investigation.
5. Thoughtfully reflect on connections between concepts studies in the classroom & insights gained from an applied learning experience/project.

## **COURSE TOPIC OUTLINE AND SCHEDULE**

### **Chapter 2 - So You Want to be an Entrepreneur? September 7 -September 27**

#### [Introduction and Learning Objectives](#)

[Section 1](#) - What is an Entrepreneur?

[Section 2](#) - Economics – The Foundation of Entrepreneurship

[Section 3](#) - Do You Have What it Takes to be an Entrepreneur

[Section 4](#) - What Are The Risks?

[Section 5](#) - Advantages and Disadvantages – What are the Rewards?

[Section 6](#) - Opportunity Or Just An Idea?

[Section 7](#) - What is Your Motivation?

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## **Chapter 3 - What Type of Business Should You Start? September 28 – October 29**

### [Introduction and Learning Objectives](#)

[Section 1](#) - The Starting Point

[Section 2](#) - Start With What You Know

[Section 3](#) - Making Changes

[Section 4](#) - The Franchise

[Section 5](#) - Make Your Hobby A Business

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## **Chapter 4 - Creating Your Business Strategy [Introduction and Learning](#) October 30 – December 7**

### [Objectives](#)

[Section 1](#) - Past, Present Or Future

[Section 2](#) - What Industry Are You In Anyway?

[Section 3](#) - Forces At Work Can Make Or Break Your Business

[Section 4](#) - Making Your Business Unique

[Section 5](#) - You Must Know Your Customers Well

[Section 6](#) - You Can Create A Memorable Customer Experience

[Section 7](#) - Attention! Attention!

[Section 8](#) - Are You Ready For Change?

[Section 9](#) - Time – Make It Your Friend

[Section 10](#) - Reality Check - Does The Strategy Fit?

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## **Chapter 5 - The Law and You December 7 – December 21**

### [Introduction and Learning Objectives](#)

[Section 1](#) - Types of Business Entities

[Section 2](#) - Your Ethical and Social Responsibilities

[Section 3](#) - Business Laws That Can Affect You

[Section 4](#) - Laws Governing Business – Where to Obtain

[Section 5](#) - Government Regulations

[Section 6](#) - Tax Consequences

[Section 7](#) - Insurance – What's Needed, How Much Needed

[Section 8](#) - EOE, Discrimination and Sexual Harassment

[Section 9](#) - Contracts – Call Your Lawyer

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## **Chapter 6 – Marketing December 22 – February 10th**

### [Introduction and Learning Objectives](#)

[Section 1](#) - Basic Definition of Marketing

[Section 2](#) - Market Research

[Section 3](#) - Competition Analysis

[Section 4](#) - Market Niche

[Section 5](#) - How To Study The Target Market

[Section 6](#) – Promotion

[Section 7](#) - The Written Message

[Section 8](#) - The Impact of an Effective Written Message

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## **Chapter 7 - Managing Your Business February 11<sup>th</sup> – March 25**

### [Introduction and Learning Objectives](#)

[Section 1](#) - Understanding Leadership Styles

[Section 2](#) - Business Growth and Development

[Section 3](#) - Management Concepts

[Section 4](#) - Managerial Operations: Employees & Morale

[Section 5](#) - Decision Making and Problem Solving

[Section 6](#) - The Functions of Management

[Section 7](#) - Developing An Organization Structure

[Section 8](#) - The Value Of Communication

[Section 9](#) - Looking at the Daily Numbers: Pricing, Purchasing, Taxes and Credit Collection

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## **Chapter 8 - People Side of Business March 26 – April 29**

### [Introduction and Learning Objectives](#)

[Section 1](#) - Obtaining Professional Services

[Section 2](#) - Supplier Relations

[Section 3](#) - Employees and Compensation

[Section 4](#) - How to Keep Good Employees

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## **Chapter 9 - Financial Statements May 2 – May 26th**

### [Introduction and Learning Objectives](#)

[Section 1](#) - The Cash Receipts Journal

[Section 2](#) - The Cash Disbursements Journal

[Section 3](#) - The Income Statement

[Section 4](#) - The Balance Sheet

[Section 5](#) - Cash Flow Projections

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## **Chapter 10 - Sources of Financing May 31 – June 6th**

### [Introduction and Learning Objectives](#)

[Section 1](#) - Free Help, Call Your Regional SBDC

[Section 2](#) - Self-financing vs. Bank Financing – Advantages and Disadvantages

[Section 3](#) - Understanding Lending Process & Available Money Programs

[Section 4](#) - The Importance of Good Credit

[Section 5](#) - The Process of Finding Money

[Section 6](#) - Developing a Loan Package

[Section 7](#) - Government Lending Programs

[Section 8](#) - Private Placement and Venture Capital

[Section 9](#) - Where Business Forms Can Be Obtained for Small Businesses

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## **Chapter 11 - Building Your Business Plan Throughout the Year end Date June 20th**

### [Introduction and Learning Objectives](#)

[Section 1](#) - Practical Guide to a Business Plan

[Section 2](#) - Business Plan Outline & Worksheets

- Book/Materials – EntreSkills Textbook
- Grading Policy
  - Classwork/Homework will count as 35% of your grade. Symbols may be used: + completed (100%), +/- partly completed (75%), / incomplete (50%), and 0 not done (0%). There is ample time to complete assignments in class; however, some assignments may need to be completed at home. IT IS YOUR RESPONSIBILITY TO MAKE UP MISSED WORK.

Letter Grade	Percentage	GPA
A	90%-100%	4.0
B	80%-89%	3.0
C	70%-79%	2.0
D	65%-69%	1.0
F	0%-64%	0.0

- Attendance Policy – Cannot miss more than ¼ of the total days
- Late Assignment Policy – Assignments can be turned in before the Unit Test for that chapter has been taken.
- BrightSpace Use Policy – this is not used for this course.

**CLASSROOM PROCEDURES:**

- Cell Phones – Must not be used during class! Will be taken away and given to Mr. Rice.
- Headphones – May be used in class for assignments.

**Academic Integrity**

Each student acknowledges that the work represented in all assignments and all examinations is his, her, or their own or is properly cited, and that he, she, or them has neither given nor received unauthorized information. Furthermore, each student agrees not to divulge the contents of any assignment or examination to another student in any semester or to alter or impede the work or progress of another student.