

On-line Syllabus

ENTR 1500 Fall 2013 Successful Entrepreneurship

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2 Credit Hours

Earl Kiesel, Instructor	
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	Office Hours By Appointment
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Delivery

This course is delivered via the World Wide Web (Internet), through the EWC Learning System software. Access is by username and password only and will be limited by the dates of the course. Students may encounter information which is not in the control of Eastern Wyoming College.

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Taking a Course

Quite simply, taking a course in this manner requires personal commitment. You need to remember to read the text. You need to remember to do the assignments. You need to remember to get the work done! If you prefer a little more instructor contact, please send e-mail regarding the course to your instructor. A phone call could also provide you with some personal interaction. In addition, you may visit the instructor during their office hours on campus as your schedule allows. All assignments are due by the next class except for the final.

Until you receive the official grade for this course, you should keep the following:

- A copy of every assignment which you submit to your instructor.
- A copy of any other correspondence between you and your instructor.

It is also recommended that you print at least the following materials from your course:

- The syllabus.

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Course Description

An introductory course focusing on identification of the business skills, personal traits and characteristics necessary to succeed as an entrepreneur. Students analyze and determine how to obtain the skills needed to own, operate and manage a small business successfully. Through guided self-analysis, students assess their own alignment with the passion, creativity and innovation that typifies entrepreneurial success. In addition, students explore the role of small businesses in both the U.S. and global economy, examine a variety of industries, businesses, entrepreneurial ventures and create a personal business preference profile. Prerequisite: Completion of DVST 0510 or ENGL 0510 (or equivalent placement test score).

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Course Rationale

Doing business in today's world has changed dramatically over the past few decades. This course serves as a general overview of starting a business in our ever-changing world. It offers a realistic look at problems associated with starting and running a business.

This course is not a required course at this time for any degree. It is also recommended for all majors or anyone wishing to expand their understanding of starting a business. It is not required for those preparing for a bachelor's degree in business administration or a related area.

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Instructional Media & Resources

Required Textbook

Title Entrepreneurship Ideas in Action 5th edition
Author Cynthia L. Greene
Publisher South-Western Cengage Learning
ISBN 13: 978-0-538-49689-6

Additional Resources

- Textbook Companion Website (See Web Links)
- Internet Access
- Computer file storage device(s)
- Guest Speakers

Textbooks are available through the [EWC Online Bookstore](#) where you may apply financial aid toward your purchase. The text may also be purchased directly through the publisher or ordered through other online or ground booksellers.

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Course Objectives

1. Students develop a thorough understanding of the roll of entrepreneurship and small business in the United States and global economy.
2. Students identify and begin development of the business skills and personal characteristics that promote successful entrepreneurship.
3. Students will develop a thorough understanding of the reasons that businesses succeed or fail.
4. Students will assess whether they have what it takes to succeed in their own business.
5. Students will learn about target marketing and market segmentation.
6. Students will learn the importance of marketing their business.
7. Students will learn the many forms of advertising and discuss their advantages and disadvantages.
8. Students will learn the advantages and disadvantages of different forms of business.
9. Students will learn about how to locate a business.
10. Students will learn about start-up costs.
11. Students will receive an overview of Operations Management.
12. Students will receive an overview of Human Resource Management.

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Course Outline

Time	Assignment	Due Date
Week 1	<ol style="list-style-type: none">1. Read the Syllabus, obtain textbook, supplies and any passwords2. Read Chapter 13. Introduce yourself by posting a short introduction about yourself to the message board.4. Read your “What To Do” list in your Units section on the welcome page.5. Listen to any audio/videos listed for this week in the shared files and or bookmarks.6. All assignments are due every Sunday at noon (12pm)	
Week 2	See to getting started todo list in “Units” from the welcome page.	
Week 3	See to do list in “Units” from the welcome page.	
Week 4	See to do list in “Units” from the welcome page.	
Week 5	See to do list in “Units” from the welcome page.	
Week 6	See to do list in “Units” from the welcome page.	
Week 7	See to do list in “Units” from the welcome page.	
Week 8	Take the Final Exam by noon on exam day.	
Note’s	There may be guest speakers and special lectures during this course. Dates of speakers and lectures are TBA.	

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Withdrawal Policy

Withdrawal from the course must be initiated by the student following procedures outlined in the current [Eastern Wyoming College Catalog](#). Students should contact the instructor as soon as possible to inform the instructor of any circumstances that may eventually lead to student withdrawal from the class. Incomplete grades may be given by the instructor for extenuating circumstances only.

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Course Work

Reading Assignments

There is a myriad of material to cover during the course of the semester which requires that we move at a quick, steady pace. For the most part we will be covering two chapters a week (approximately 60 pages).

Periodic Exams

There is one final exam scheduled during the course. Exams are to be taken online. The online exam will not be timed. Additionally, the exam may be taken during a given number of days. However, you will only be allowed to login to each exam ONCE and you can only submit each exam ONCE. Be sure you are ready to take the exam before logging in. Read each question carefully and make sure you give an answer for each question. Do not get in a hurry and make sure you read each question completely you can use your book.

Lectures

To focus more on some specific topics there will be lectures during regular class times. These lectures will address student and or instructor driven issues.

Feel free to contact your instructor via e-mail or by telephone to answer other questions you may have. Always include the words ENTR 1500 in the subject line of your e-mails and put your name on all emails.

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Class Expectations

You are expected to complete all reading assignments, participate in class discussion, and complete other assignments and a final exam. Late assignments will be graded according to the late paper policy referenced herein.

Late Policy

Late assignments will be reduced by 25 percent of the assessed grade if received within one week (7days) of the due date. All submissions must be made before final exam date. These penalties will be strictly enforced. If you are uncertain or confused about an assignment, contact the instructor to ask questions well before the due date in order to avoid late paper penalties.

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Grading Criteria

Your final grade will be a reflection of your performance on the final exam (40%), class participation/lecture (30%), assignments (30%)...

All the above will be assigned a point value. The cumulative weight of the points earned will be graded on the basis of the following percentages.

Letter Grade	Percentage
A	90+
B	80-89
C	70-79
D	60-69
F	0-59

*An assessment of class attendance, cooperation with others, class participation, attitude, initiative, and the ability to get your work in on time. Employers consider such factors to be of vital importance in evaluating employee job performance. Therefore, the letter grade you earn will reflect this aspect of your work

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Academic Dishonesty Policy

Academic dishonesty is not tolerated. Dishonesty includes plagiarism, cheating and any conscious act by a student that gives him or her undue advantage over fellow students.

Plagiarism

Copying or using the ideas of another without giving proper credit through the use of quotation marks, footnotes, or other forms of reference.

Cheating

Making unauthorized use of answers to examinations, tests, quizzes, in-class work, or homework assignments, as well as copying from fellow students or submitting work that has been done by someone else.

Students shall complete all assigned course work individually unless otherwise indicated. Academic dishonesty of any kind shall result in a score of zero on the assignment or examination and may result in withdrawal from the course or a grade of F, as the instructor deems appropriate. In addition, the instructor may refer the student to the appropriate EWC official for further discipline.

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General Education Requirements

- **Communication Skills:** Graduates will be able to understand and communicate ideas and information in written and spoken English that reveals a mastery of terminology appropriate to their disciplines.
- **Analytical and Quantitative Reasoning:** Graduates will be able to solve problems through critical thinking involving analytical and quantitative reasoning at a level appropriate to their disciplines.
- **Technology Skills:** Graduates will be able to demonstrate competence using technology appropriate to their disciplines.
- **Social Awareness:** Graduates will be able to demonstrate an awareness of the relationship between the individual and the world.
- **Information Literacy:** Graduates will be able to locate, evaluate, and use information effectively.

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ADA Accommodations

Eastern Wyoming College is committed to providing reasonable accommodations for qualified individuals with disabilities. If a student has a disability and desires a reasonable accommodation for such disability, the student should contact [Debbie Ochsner](#) or [Tom McDowell](#) as soon as possible so that arrangements may be made.

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Disclaimer

Information contained in this syllabus was, to the best knowledge of the instructor, considered correct and complete when distributed for use at the beginning of the class. However, this syllabus should not be considered a contract between Eastern Wyoming College and the student. The instructor reserves the right, acting within the policies and procedures of EWC, to make changes in course content or instructional technique without notice or obligation.

Last Modified: 02/29/2012
E-mail comments to your Instructor

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