



ENTR 1520 Online

# ENTR 1520 Fall 2013

## Creating a Business Plan

[Instructor Information](#)	[Contact Information](#)		[Course Description](#)	
[Rationale](#)	[Instructional Media & Resources](#)	[Course Objectives](#)	[Course Outline](#)	
[Withdrawal Policy](#)	[Course Work](#)	[Course Expectations](#)	[Grading Criteria](#)	[Academic Dishonesty](#)
[General Education Requirements](#)	[Americans with Disabilities](#)	[Disclaimer](#)		

**2 Credit Hours**

### Earl Kisiel, Instructor



<b>Office</b>	NA
<b>Office Hours</b>	By Appointment
<b>Phone</b>	307-575-6920
<b>e-mail</b>	Use Lancernet

[Up to Top](#)

### Delivery

This course will be delivered online from the EWC main campus. Students may encounter information which is not in the control of Eastern Wyoming College.

[Up to Top](#)

### Course Description

Students evaluate a business opportunity, collect and organize research data into a marketing plan and prepare a financial plan for their small business idea. In addition, students gain skills to be able to continue developing their business plan as they learn new information and/or gain

ability to make a “go or no-go” determination. Prerequisite: Completion of DVST 0510 or ENGL 0510 (or equivalent placement test score).

Note! What you put out online or verbally could be used by anyone.

[Up to Top](#)

## **Course Rationale**

Doing business in today’s world has changed dramatically over the past few decades. This course serves as a general evaluation of a business idea 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.

[Up to Top](#)

## **Instructional Media & Resources**

Online resources

### **No Required Textbook**

We will use online “Freeware”

## **Additional Resources**

- Small Business Administration Guides
- Internet Access
- Computer file storage device(s)
- Guest Speakers

[Up to Top](#)

## **Course Objectives**

1. Students will learn how to develop a micro - business plan using free software.
2. Students will also gain the necessary skills to build a more detailed plan for their future possible needs.
3. Students learn how to evaluate a business opportunity to a “go or no-go” decision using a Business Plan Outline.

[Up to Top](#)

## Course Outline & Final Due Dates

Time	Assignment	Due Date
Week 1	<ol style="list-style-type: none"> <li>1. Read the Syllabus, obtain textbook, supplies and any passwords</li> <li>2. Become familiar with the Learning System site for this course.</li> <li>3. Go to your learning module for week one and complete “what to do’s”.</li> <li>4. Join in the message board discussion at least three days a week with meaningful comments.</li> </ol>	
Week 2	<ol style="list-style-type: none"> <li>1. Go to your learning module for week two and complete “what to do’s”.</li> </ol>	
Week 3	<ol style="list-style-type: none"> <li>1. Go to your learning module for week three and complete “what to do’s”.</li> </ol>	
Week 4	<ol style="list-style-type: none"> <li>1. Go to your learning module for week four and complete “what to do’s”.</li> </ol>	
Week 5	<ol style="list-style-type: none"> <li>1. Go to your learning module for week five and complete “what to do’s”.</li> </ol>	
Week 6	<ol style="list-style-type: none"> <li>1. Go to your learning module for week six and complete “what to do’s”.</li> </ol>	
Week 7	<ol style="list-style-type: none"> <li>1. Go to your learning module for week seven and complete “what to do’s”.</li> </ol>	
Week 8	Turn in final draft of business plan by noon on exam day	
Note’s		

[Up to Top](#)

### 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 maybe given by the instructor for extenuating circumstances only.

[Up to Top](#)

## **Course Work**

### Personal Introduction (Profile)

The first assignment for the class will be a personal introduction about you for the rest of the class. You can include as much about yourself personally as you feel free to share. You are asked to include your computer (technology) experience, full or part-time student classification, business or work experience and city (where you live). Remember, our experiences influence much of what we say, think and do. Experiences are anything we experience during the course of our life i.e. personal, educational, and work-related.

### Discussion/lectures

Probably the most important aspect of this course, discussions provide us with the opportunities to interact as a class. This is our message board area and participation is MANDATORY. Comments must be pertinent to the discussion/lecture and show some thought on your part. You must join in discussions weekly. In today's business world communications is a must so we need to get use to it.

### 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. As the class moves along we will have reading assignments and on line research requirements.

### Written Assignments

There will be a few written assignments that will support the plan development.

### Final Exam

Your completed micro business plan is worth 50 percent of your grade.

Feel free to contact your instructor via e-mail ([earl.kisiel@ewc.wy.edu](mailto:earl.kisiel@ewc.wy.edu)) or by telephone to answer other questions you may have. Always include the words ENTR 1520 in the subject line of your e-mails and put your name on all emails.

[Up to Top](#)

## **Course Expectations**

### Class Expectations

You are expected to complete all reading assignments, participate in 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.

[Up to Top](#)

## **Grading Criteria**

Your final grade will be a reflection of your on the business plan (50%), discussion/lecture (30%), other written assignments (20%).

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.

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

[Up to Top](#)

## **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.

[Up to Top](#)

## 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.

[Up to Top](#)

## 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.

[Up to Top](#)

## 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.