

# Course Syllabus

## BUS 55: Introduction to Entrepreneurship

### Fall Quarter 2015

**Read this syllabus carefully. It should answer most of your questions about the course. If after reviewing this syllabus you still have questions, feel free to send me an email and I'll respond as soon as possible.**

**Please note that once you sign up for this class with the College, it becomes your responsibility to drop the class if necessary. Unless you proactively drop the class through the Admissions & Records Office, you will receive a grade for this course. In other words, I will not be responsible for dropping you if you stop participating in the course.**

#### Instructor Contact Information

Email: [cappelloemanuele@fhda.edu](mailto:cappelloemanuele@fhda.edu) (Email is the best way to reach me. Remember to include your full name as it appears on your registration with De Anza in any email.)

Office Location: F-51M

Office Hours: **MTWTh 12:30 – 1:20 p.m.**

#### Course Materials

##### Required Text

**Entrepreneurial Small Business**, Jerome A. Katz and Richard P. Green, 3rd edition, McGraw-Hill/Irwin, 2011. ISBN: 9780073381572. Note: Do **NOT** get an international edition of this text. Also, although a 4<sup>th</sup> edition of this text is available, we are using the 3<sup>rd</sup> edition (the 2<sup>nd</sup> edition should also work fine). Please note: if you purchase a used "Entrepreneurial Small Business" book you may be asked to pay \$15.00 to be able to access practice exams on the McGraw-Hill site. These practice exams are not required for the course but a helpful learning tool.

#### Student Learning Outcomes for this course:

1. Examine the steps required, the support available, and the tactics commonly employed by entrepreneurs starting a business.
2. Critically evaluate business plans in terms of feasibility, investment potential, risk, and completeness.

#### Requisites:

Advisory: English Writing 211 and Reading 211 (or Language Arts 211), or English as a Second Language 272 and 273.

#### Course Description

This course provides students with an introduction to the potential and pitfalls of Entrepreneurship. Students will learn about the various methods for starting up, managing and financing a new venture. Students will get a chance to evaluate real world business plans and videos of entrepreneurs.

## Course Requirements

**Reading:** Each week you will have approximately two chapters to master. You should read the assigned text chapter, complete the assignment, and then submit a post in the chapter discussion forum.

**Assignments (130 Points Total):** Each chapter you will be expected to answer questions in a chapter assignment. The assignments are varied; they involve tasks such as web research, video case studies, a team problem, or even a role-play exercise. Points earned in the assignments will be evaluated according to the Assignment Rubric provided in the table below. There are no make-ups if you miss an assignment deadline.

### Assignment Rubric

Criteria	A Level Work	B Level Work	C Level Work
<b>Completeness</b>	All questions posed in the assignment are fully answered and explained or justified. All directions have been followed.	All questions posed in the assignment are fully answered but explanations may be brief or some of the directions missed.	Some of the assigned questions are skipped or ignored.

**Discussion Forums (170 Points Total):** Each week you will also be expected to contribute to and participate in chapter discussions. These discussion forums allow you to demonstrate your understanding of course concepts and learn from the experiences of your classmates. Points earned in the discussion forum will be evaluated according to the Discussion Rubric provided in the table below. *(Note: The instructor is looking for quality AND quantity.)*

### Discussion Rubric – All Criteria Listed Have Equal Importance

Criteria	A Level Work	B Level Work	C Level Work
<b>Originality</b>	Adds significant, new, and substantiated ideas to the chosen discussion topic and demonstrates that the discussion has been reviewed prior to posting.	Adds a new idea to the chosen discussion topic and demonstrates that the discussion has been reviewed.	Enhances or further explains an idea that has already been mentioned in the chosen discussion topic.
<b>Professionalism</b>	Writing is clear and easy to read. Posts are written in a professional manner with proper grammar and punctuation.	Posts are generally clear but may contain occasional grammatical errors or typos.	Posts may be difficult to understand due to grammatical and stylistic problems.
<b>Quantity</b>	Posts are made to all chapter discussions and replies to other student posts are regularly performed	Posts are made to many chapter discussions and replies to other student posts are occasionally performed	Posts are made to few chapter discussions and replies to other student posts are seldom performed

**Quizzes (400 Points):** There will be five equally weighted quizzes spaced evenly throughout the quarter. Each one will cover material in the assigned reading. These quizzes may include, but are not limited to, multiple choice, matching, True/False, short and medium answer questions. Of the 5 quizzes, 4 will count and your lowest quiz score will be dropped. There will be no make-ups for a missed quiz.

**Final Exam (300 Points):** The final exam will be the same format as the quizzes but will be comprehensive.

## Course Policies

### Grading

Assignments, 130 points

Discussion Forums, 170 points

Quizzes, 400 points

Final Exam, 300 points

### Grading Scale (1000 Points)

Points	Grade	Points	Grade
970+	A+	760-799	C+
930-969	A	700-759	C No C- grades given
900-929	A-	660-699	D+
860-899	B+	630-659	D
830-859	B	600-629	D-
800-829	B-	0-599	F

All assignments are due by the specified due date. Please note that I cannot and will not change the due dates or times for any of the exams or other assignments. They are all to be completed online. Also, the exams are timed. Once you start taking an exam, you must finish within the allotted time. **DO NOT LOG OFF AND ATTEMPT TO TAKE THE QUIZ/EXAM AT ANOTHER TIME!** The clock will not restart and your time will run out.

**Also, I do not give make up quizzes or exams for ANY reason whatsoever!**

### Tips for Success

There are many ways that you can demonstrate your understanding of course concepts in this class. Here are some ways that you can boost your performance. I welcome your input!

- Plan your work to complete tasks on time. Review all task elements required each week. Review each due date and schedule your work so nothing is missed or late.
- Email the instructor when you don't understand the answer to one of the assignments or post a question in the "Student Café" and ask another student for help.
- Try to be one of the first few students to post to the chapter discussions, so that you don't have the pressure of reading 30 posts and coming up with something "new."
- And, the most important way to boost your performance in this course, **READ THE TEXT CHAPTER** in the week it is assigned.
- **Need help?** Meet with tutors and attend workshops in the Student Success Center: <http://www.deanza.edu/studentsuccess>.

**New this quarter**...free online tutoring available to all De Anza students! Just login to [MyPortal](#), go to the Students tab, and find the Smarthinking link. You can work with a tutor live (hours vary by subject) or post a question or piece of writing for a response. For more information, go to <http://deanza.edu/studentssuccess/onlinetutoring.html>

### **Academic Integrity:**

Students who plagiarize, submit the work of others as their own, or cheat on exams will (at minimum) receive a failing grade on that assignment and be reported to college authorities. Serious cases will receive a failing grade in the class and be reported to college authorities. Ignorance is not an acceptable excuse in a college classroom. If you are uncertain what acceptable behavior is, refer to the Student Handbook on [Academic Integrity](#).