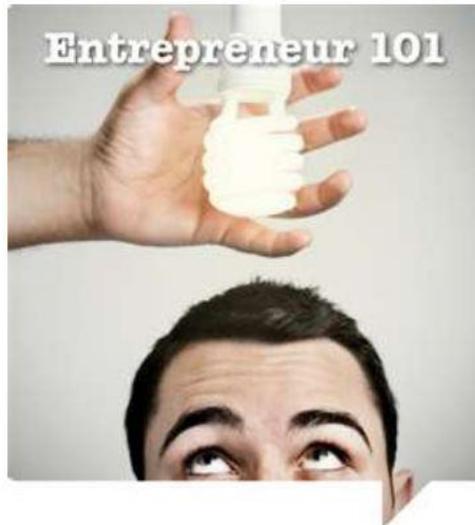


**ENT 101.150, FALL 2016**



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## **Entrepreneurship: Creating Your Own Job**

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**TIME FRAME:** September 26, 2016 through December 22, 2016

**FORMAT:** Online

**CREDIT AVAILABLE:** 3.0

**INSTRUCTOR:** Ron Betzig

**OFFICE:** J.W. Maher Campus (i.e., "North Campus"), Room 111, 3000 Blake Road, Jackson, Michigan 49201. Please send an email to schedule an appointment.

**CONTACT INFORMATION:** Email [betzignalde@jccmi.edu](mailto:betzignalde@jccmi.edu) Phone (517) 768-7097

**Please Note:** Email is the best way to contact me. I usually respond within 24 hours.

**REQUIRED TEXTS:**

- 1) Mariotti, Steve, and Glackin, Caroline. *Entrepreneurship, Fourth Edition*. Pearson, 2016. ISBN: 978-0-13-393445-8
- 2) Constable, Giff. *Talking to Humans*, 2014. ISBN: 978-0-9908009-0-3. NOTE: This short book is FREE as a PDF download:  
<https://s3.amazonaws.com/TalkingtoHumans/Talking+to+Humans.pdf>

**Textbook Zero:** In addition to the PDF download of Talking to Humans, the *Entrepreneurship* textbook by Mariotti and Glackin is available in digital format from several sources, including:

JC Bookstore (digital version currently listed at \$133.99 to buy)

amazon.com (Kindle Edition currently listed at \$167.27 to buy; \$96.80 to rent)

chegg.com (eTextbook \$93.99 to rent)

You can also check with your local library regarding digital formats.

**Of course, you are welcome to use the paper versions if you prefer.**

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**READING REFERENCES:** You will choose ONE of the books shown below and write a review during the course. If you'd like to read a book not listed below, be sure to ask Ron Betzig to approve it as a substitute. You don't have to buy the book; most of these can be found at local libraries in print and/or electronic form, or could be secured through the JC library:

Abraham, Joe. *Entrepreneurial DNA: The Breakthrough Discovery that Aligns Your Business to Your Unique Strengths*. McGraw-Hill, 2011. ISBN: 9780071754514.

Blumenthal, Karen. *Steve Jobs: The Man Who Thought Different*. Feiwel and Friends, 2012. ISBN: 978-1-250-01445-0.

Christensen, Clayton M., Allworth, James, & Dillon, Karen. *How Will You Measure Your Life?* HarperCollins, 2012. ISBN: 9780062102416.

Christensen, Clayton M. *The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business*. HarperCollins, 1997. ISBN: 0060521996.

Collins, Jim, and Hansen, Morten T. *Great by Choice*. HarperCollins, 2011. ISBN: 9780062120991.

Collins, Jim. *Good to Great*. HarperCollins, 2001. ISBN: 0066620996.

Collins, Jim. *How the Mighty Fall*. HarperCollins, 2009. ISBN-10: 0977326411; ISBN-13: 978-0977326419.

Dyer, Jeff, Gergersen, Hal, and Christensen, Clayton M. *The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators*. Harvard Business School Publishing, 2011. ISBN: 9781422134818.

Gergen, Christopher, and Vanourek, Gregg. *Life Entrepreneurs: Ordinary People Creating Extraordinary Lives*. Jossey-Bass, 2008. ISBN: 9780787988623.

Kawasaki, Guy. *The Art of the Start 2.0: The Time-Tested, Battle Hardened Guide for Anyone Starting Anything*. Penguin Group, 2015. ISBN: 978-0-698-19363-5

Keller, Timothy. *Every Good Endeavor*. Dutton, 2012. ISBN: 978-0-525-95270-1.

Krzyzewski, Mike. *Beyond Basketball: Coach K's Keywords for Success*. Warner Books, 2006. ISBN-13: 9780446580496.

Lencioni, Patrick. *The Advantage: Why Organizational Health Trumps Everything Else in Business*. Jossey-Bass, 2012. ISBN: 9780470941522.

Lencioni, Patrick. *The Five Dysfunctions of a Team: A Leadership Fable*. Jossey-Bass, 2002. ISBN: 0787960756.

Ortberg, John. *The Me I Want to Be*. Zondervan, 2009. ISBN: 978-0-310-27592-3.

Mycoskie, Blake. *Start Something That Matters*. Spiegel & Grau, 2012. ISBN 978-0-8129-8144-5.

Novogratz, Jacqueline. *The Blue Sweater: Bridging the Gap Between Rich and Poor in an Interconnected World*. Rodale Press, Inc., 2010. ISBN: 9781605294766.

Phillips, Donald T. *Lincoln on Leadership*. Warner Books, 1992. ISBN: 0-446-39459-9.

Ries, Eric. *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Business, 2011. ISBN: 9780307887894.

Sheridan, Richard. *Joy, Inc.: How We Built a Workplace People Love*. Penguin Group, 2013. ISBN: 978-0-689-15170-3.

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## **COURSE DESCRIPTION:**

There will be only one constant throughout your career...that constant is change. Entire industries are rising and falling, and hard-working people often are finding themselves looking for a job. This course provides you with the foundation to design your own job, whether in the context of an existing organization (as an “intrapreneur”) or by starting a new enterprise (as an “entrepreneur”). In this course you will develop skills for matching your strengths and passions with an entrepreneurial idea that fits you well, so that both you and your clients will benefit.

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## **COURSE STRUCTURE :**

A *variety of methods* will be used to enhance your understanding of entrepreneurship. Successful and aspiring entrepreneurs will share words of wisdom by way of video. Small group discussions and short class presentations will develop communication and networking skills, expanding your knowledge and your influence. Concepts from the readings and videos will be discussed in the online forums and in class, and short assignments will apply the concepts to your particular situation. ***As with any business, growth and synergies are most effectively achieved when all members are actively contributing.*** Assignments, quizzes, and active participation will be graded, as described below.

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## **EXPECTATIONS OF THE INSTRUCTOR :**

1. Provide a lively and useful learning experience. For this to happen, I encourage you to give me honest, respectful feedback at appropriate times regarding what is working for you and what I (we) need to do differently.
  2. Thoroughly prepare the course material; pose and answer relevant questions related to that material.
  3. Maintain a dialog with students in the online format, but not respond to every posting in this format.
  4. Give helpful feedback on your assignments.
  5. Answer additional questions you may have, either through email dialogue or meeting face to face.
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## **EXPECTATIONS OF THE STUDENT :**

1. Carefully study the required reading and electronic resources.
2. Participate actively in the online forums, and treat others with respect...even when you disagree with some of the opinions expressed. I'm happy to report that we've had some interesting disagreements in previous class sessions and forums, but no one has ever made disrespectful remarks.
3. Turn in the written work (e.g., assignments, quizzes, and forums) on time. **NO LATE WORK WILL BE ACCEPTED.** All work must be submitted online through the JetNet Course Management System. Be sure to read the instructions for each piece of online work to determine the requirements and specific due dates. **NOTE: In the online forums, usually there will be two due dates: your initial posting will be due at least two days before the forum closes in order to allow your classmates time to write comments on your posting.**

4. Establish reliable access to a computer with internet connection. The library in Atkinson Hall on the Jackson Campus and the computer labs in the other JC campuses have these available for you during certain hours of the day.

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**EVALUATION :**

Your final grade will be composed of the following elements, weighted as shown below:

Assignments 40%

Forums 40%

Quizzes 20%

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**GRADING:** Final grades will be assigned according to the following scale:

92 to 100% = 4.0

88 to 91% = 3.5

84 to 87% = 3.0

80 to 83% = 2.5

76 to 79% = 2.0

72 to 75% = 1.5

68 to 71% = 1.0

64 to 67% = 0.5

00 – 63% = 0.0

Please note that the above figures are thresholds; for example, a percentage of 75.9% is below the threshold of 76% and therefore receives the grade 1.5.

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## **SPECIAL POLICIES**

**ACADEMIC HONESTY:** In accordance with Jackson College policy, academic honesty is expected from all students; this includes the expectation that all students will produce their own work and not represent others' work as their own. A failing grade in this course is one of many possible consequences of academic dishonesty.

**WITHDRAWAL DEADLINE :** If you do not wish to receive a grade for this course, you must withdraw before the date printed on the college website.

**INCOMPLETES** will be given only in accordance with Jackson College policy. Please note that incompletes are very rare and that the determination of whether an incomplete will be given is the instructor's decision.

**JC Technology:** If you have trouble with your JC login or other computer issues, please contact the JC Solution Center at 517-796-8539. When e-mailing your instructor, please include your first and last name and put the course number in the subject line. Always save your work and have a back-up plan. Please ask questions and get help early with any concerns you may have including computer problems.

**TRANSFER STUDENTS:** It is in your best interest to continue your studies and complete a Bachelor's degree in your field. There are a variety of ways to do this. When considering your options, make sure to use the Michigan Transfer Equivalency website at <http://michigantransfernet.org/>. For JC advising, contact the JC Student Service Center at 517-787-0800.

**SPECIAL NEEDS:** Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the office of Learning Support Services at (517) 787-0800, extension 8270/8553 as soon as possible to ensure that such accommodations are implemented in a timely fashion.

**NOTE:** This syllabus is not a contract: it is a general plan for the course. Each course and each group of students is unique. We may do more or less work than is outlined above.

Revised 09/19/2016