



Entrepreneurship: Creating Your Own Job

TIME FRAME: September 25, 2017 through December 21, 2017

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 see office hours on JetNet and send an email to make an appointment.

CONTACT INFORMATION: Email betzigronalde@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 listed at \$133.99 to buy)

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

chegg.com (eTextbook listed at \$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.

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

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.

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.

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.

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.

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. Online forums will develop communication and networking skills, expanding your knowledge and your influence. Concepts from the readings and videos will be covered in the online forums, while quizzes will focus on the textbook readings.. 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.

COURSE OBJECTIVES :

During this course, students will: identify possible business opportunities and evaluate their viability; develop a vocabulary incorporating entrepreneurial terms and concepts; and apply these terms and concepts to a variety of practical situations.

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 class and 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 to allow your classmates time to comment 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 lab at on the Lenawee Campus have these available for you during certain hours of the day.
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COURSE CALENDAR (This is a first draft, subject to change):

We will follow the sequence of the *Entrepreneurship* textbook by Mariotti and Glackin, but there will also be work in JetNet and in class which is not directly related to the textbook. Also, be sure to review specific dates in JetNet for each piece of work; the due dates usually will not be on the last day of the week.

<u>Week</u>	<u>Reading from required books</u>
Sep 25-Oct 1	Chapter 1 in <i>Entrepreneurship</i>
Oct 2-8	Chapter 2 and <i>Talking to Humans</i> PDF (see link above for free download)
Oct 9-15	Chapter 3
Oct 16-22	Chapters 4 & 5
Oct 23-29	Book Review—Initial posting due Oct 26
Oct 30-Nov 6	Chapter 6
Nov 7-13	Chapters 7 & 8
Nov 14-20	Chapters 9 & 10
Nov 21-27	Thanksgiving break: No new reading this week!
Nov 28-Dec 4	Chapters 11 & 12
Dec 5-11	Chapter 13
Dec 12-21	Chapter 14
Apr. 15-April. 22	Chapter 14

EVALUATION :

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

Assignments 40%

Participation in the online forums 40%

Quizzes 20%

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 69.9% is below the threshold of 70% and therefore receives the grade 1.5.

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://michigantransfernetwork.org/>. For JC advising in accounting and business, 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.

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