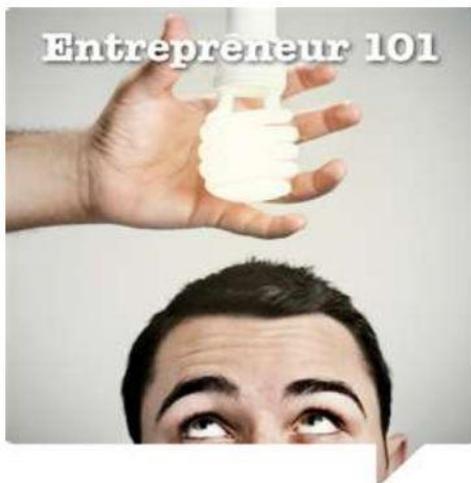


## ENT 101.150



### Entrepreneurship: Creating Your Own Job

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**TIME FRAME:** September 24, 2018 through December 20, 2018      **FORMAT:** Online

**PREREQUISITES:** CIS 095, ENG 085, ENG 090 (or equivalents)

**CREDIT AVAILABLE:** 3.0

**INSTRUCTOR:** Ron Betzig

**OFFICE:** J.W. Maher Campus (i.e., “North Campus”), Room 111, 3000 Blake Road, Jackson, Michigan 49201. I have office hours at that location from 1:30-4:30 p.m. on Wednesdays. Additional office hours are Mondays 9:30-10:00 a.m. and 9:00-9:30 p.m. on the Lenawee Campus, Tuesday-Thursday 9:30-11:30 a.m. online, or by appointment.

**CONTACT INFORMATION:** Email [betzigronalde@jccmi.edu](mailto: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. Also gain access to MyLab Entrepreneurship (see next page).
- 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:** The Pearson MyLab electronic version of the *Entrepreneurship* textbook by Mariotti and Glackin included in the course fee and the PDF download of Talking to Humans is available free of charge using the above link.

To access the *Entrepreneurship* textbook using Pearons's MyLab internet site, follow these instructions provided by Pearson:



## Student Registration Instructions

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### To register for ENT 101 :

1. Go to [www.pearson.com/mylab](http://www.pearson.com/mylab) .
2. Under Register, select **Student** .
3. Confirm you have the information needed, then select **OK! Register now** .
4. Enter your instructor's course ID: [betzig73641](#) , and **Continue** .
5. Enter your existing Pearson account **username** and **password** to **Sign In** .  
You have an account if you have ever used a MyLab or Mastering product.
  - » If you don't have an account, select **Create** and complete the required fields.
6. Select an access option.
  - » Enter the access code that came with your textbook or that you purchased separately from the bookstore.
  - » If available for your course,
    - Buy access using a credit card or PayPal.
    - Get temporary access.
7. From the You're Done! page, select **Go To My Courses** .
8. On the My Courses page, select the course name **ENT 101** to start your work.

Continued....

**To sign in later:**

1. Go to [www.pearson.com/mylab](http://www.pearson.com/mylab) .
2. Select **Sign In** .
3. Enter your Pearson account **username** and **password**, and **Sign In** .
4. Select the course name **ENT 101** to start your work.

**To upgrade temporary access to full access:**

1. Go to [www.pearson.com/mylab](http://www.pearson.com/mylab) .
2. Select **Sign In** .
3. Enter your Pearson account **username** and **password**, and **Sign In** .
4. Select **Upgrade access** for **ENT 101** .
5. Enter an access code or buy access with a credit card or PayPal.

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**IMPORANT:** Here is the access code for the Pearson MyLab site:

HCSMND-SMELL-BURRY-ENDUE-TUBBY-SIRES

You are welcome to also use the paper version of the textbook if you prefer.

**PLEASE NOTE:** The Pearson resources are just that: resources. You will need to study these resources to pass the course. However, you will not submit any work in Pearson's MyLab. All graded work will be submitted in JetNet. You will find instructions in JetNet regarding how to use the Pearson resources for graded work.

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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. Also, if you have read one of these books for another course, don't choose that book....choose a book you have not yet read. 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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## **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 concepts to a variety of practical and simulated situations.

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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 usually 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 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:

<b><u>Week Ending</u></b>	<b><u>Required Reading</u></b>
Oct. 4	Chapter 1 in <i>Entrepreneurship</i> <i>Talking to Humans</i> PDF (see link above)
Oct. 11	Chapters 2 & 3
Oct. 18	Chapters 4 & 5
Oct. 25	Chapter 6
Nov. 1	Chapter 7
Nov. 8	Chapter 8
Nov. 15	Chapter 9 & 10
Nov. 22	Thanksgiving break: No new work due
Nov. 29	Chapter 11 & 12
Dec. 6	Book Reviews due Dec. 6
Dec. 13	Chapter 13
Dec. 20	Chapter 14

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**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%

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

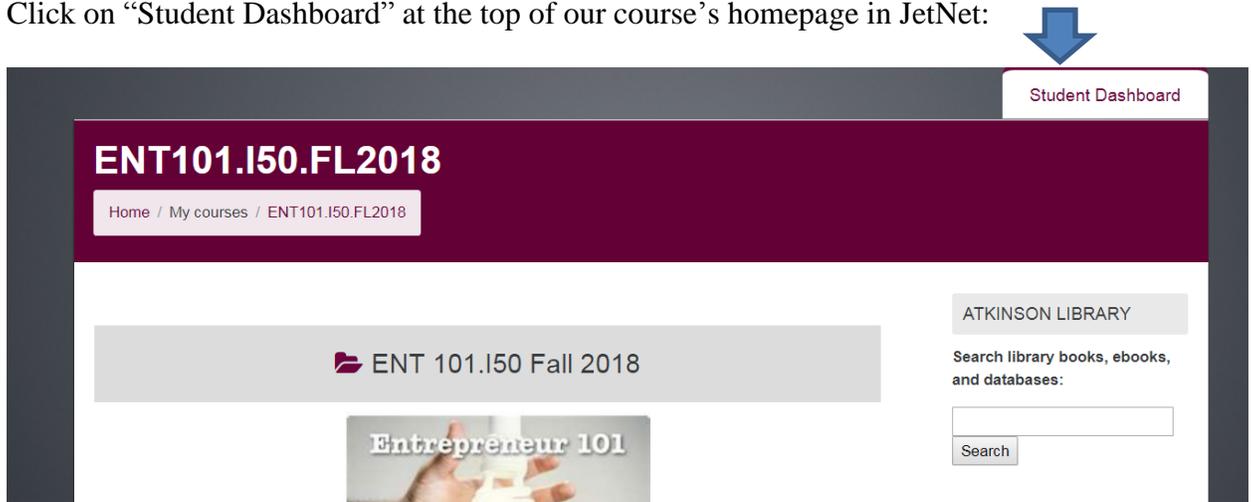
- 92.0 to 100.0% = 4.0
- 88.0 to 91.9% = 3.5
- 84.0 to 89.9% = 3.0
- 80.0 to 83.9% = 2.5
- 76.0 to 79.9% = 2.0 (minimum passing grade)
- 72.0 to 75.9% = 1.5
- 68.0 to 71.9% = 1.0
- 64.0 to 67.9% = 0.5
- 0.0 – 63.9% = 0.0

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.

**IMPORTANT NOTE:** All grades will be recorded in JetNet, not in Pearson’s MyLab. You will only use MyLab for resources to help complete work in JetNet.

How to view your grades and instructor feedback on assignments in JetNet:

- 1) Click on “Student Dashboard” at the top of our course’s homepage in JetNet:



- 2) Click on the “My Grades” graph icon at the top of your student dashboard.

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### **ATTENDANCE POLICY:**

In compliance with Federal Title IV funding requirements, as well as college initiatives, reporting of student participation in classes will occur at three designated times each semester. Instructors will assign one of three non-transcripted letter symbols to each student during each reporting period (see below). Students identified as no longer participating will be dropped or

administratively withdrawn from the class, and students identified as needing academic assistance will be contacted.

### **Participation/Progress Symbols**

- H – The student is not doing acceptable work and needs **H**elp to be successful.
- Q – The student has not participated and the instructor believes they have unofficially withdrawn (**Q**uit). These students will be dropped/withdrawn from the class.
- V – The instructor **V**erifies that the student is participating and doing acceptable work.

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**ACADEMIC HONESTY:** In accordance with Jackson College policy, academic honesty is expected from all students. A failing grade in this course is one of many possible consequences of academic dishonesty.

Academic Honesty is defined as ethical behavior that includes student production of their own work and not representing others' work as their own, by cheating or by helping others to do so.

**Plagiarism is defined as the failure to give credit for the use of material from outside sources. Plagiarism includes but is not limited to:**

- Submitting other's work as your own
- Using data, illustrations, pictures, quotations, or paraphrases from other sources without adequate documentation
- Reusing significant, identical or nearly identical portions of one's own prior work without acknowledging that one is doing so or without citing this original work (self-plagiarism)

**Cheating is defined as obtaining answers/material from an outside source without authorization. Cheating includes, but is not limited to:**

- Plagiarizing in any form
- Using notes/books/electronic material without authorization
- Copying
- Submitting others' work as your own or submitting your work for others
- Altering graded work
- Falsifying data
- Exhibiting other behaviors generally considered unethical
- Allowing your work to be submitted by others

**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.

**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://michigantransfernetnetwork.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.

It is important to contact a Center for Student Success professional prior to the start of the semester in order to receive accommodations in a timely manner. While we will make every effort to coordinate accommodations in a timely manner, failure to self-identify prior to the start of the semester may delay notification to instructors and timeliness of acquiring accommodations. Accommodations do not automatically carry over to the next semester.

<https://www.jccmi.edu/center-for-student-success/accommodations-for-students-with-disabilities/>

**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 23SEP2018