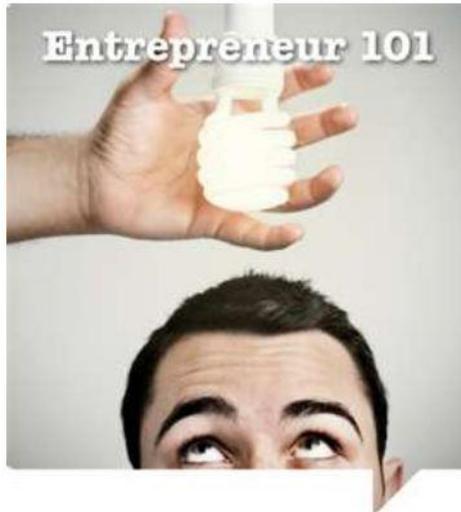


Entrepreneurship (online course syllabus)

ENT101-150, FALL 2021



Instructor: Ron Betzig

Location/Venue: Online/Individualized
Learning

Number of Credits: 3

Course Dates: August 30, 2021
through October 18, 2021

Online Office Hours: Wednesdays
7:00-9:00 PM via BBB, or Fridays
8:00 AM-1:00 PM by appointment

Contact Email:
betzigronalde@jccmi.edu

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. **Prerequisites:** ENG 086, ENG 091, CIS 095.

NOTE: This is a fast-paced, intensive, seven-week online course. It is imperative that you turn in all work on time. Please see due dates in our JetNet course site.

Course Goals/Objectives/Outcomes

The course goals and objectives incorporate specific General Education Outcomes (GEOs) established by the JC Board of Trustees, administration, and faculty. These goals are in concert with four-year colleges and universities and reflect input from the professional communities we serve. GEOs guarantee students achieve goals necessary for graduation credit, transferability, and professional skills needed in many certification programs. The course objectives addressed in this class include the following:

1. Select a legal form of business ownership that best fits your business idea.
2. Identify at least three sources of sources of small business financing.
3. Develop a prospective portfolio of financing for your business.
4. Write a one-minute elevator pitch to succinctly describe your business concept to a prospective customer.

Textbooks/required resources:

- 1) **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>
- 2) **Mariotti, Steve, and Glackin, Caroline. *Entrepreneurship, Fourth Edition*. Pearson, 2016. ISBN: 978-0-13-393445-8. You must have access to electronic videos and other required resources for this course on Pearson's MyLab site. You also have the option of purchasing a paper copy of the textbook for reference, but only the electronic package is required. Pearson's instructions to access MyLab for this course are included below. Note that the access code for this course is:**

HCSMND-QISHM-NOMEN-TASTE-PRATO-BALES

And the course ID is: **betzig07477**

Here are the Registration Instructions from Pearson, the publisher:

 Pearson | MyLab | Entrepreneurship

Student Registration Instructions

To register for **ENT101.I50.FL2021**:

1. Go to <https://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: **betzig07477**, 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.

If you're taking another semester of a course, you skip this step.
7. From the You're Done! page, select **Go To My Courses**.
8. On the My Courses page, select the course name **ENT101.I50.FL2021** to start your work.

To sign in later:

1. Go to <https://www.pearson.com/mylab>.
2. Select **Sign In**.
3. Enter your Pearson account **username** and **password**, and **Sign In**.
4. Select the course name **ENT101.I50.FL2021** to start your work.

To upgrade temporary access to full access:

1. Go to <https://www.pearson.com/mylab>.
2. Select **Sign In**.
3. Enter your Pearson account **username** and **password**, and **Sign In**.
4. Select **Upgrade access** for **ENT101.I50.FL2021**.
5. Enter an access code or buy access with a credit card or PayPal.

Textbook Zero! The above resources are available in a digital format.

BOOK REVIEW: You will be required to select one of the books from the list below, or receive approval by email from the instructor for a different book, and write a review to share with your fellow students in an online forum. You may borrow or buy the book, and you may choose the format most suitable to you: paper, electronic, or audio book.

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.

Bradberry, Travis, and Greaves, Jean. *Emotional Intelligence 2.0*. TalentSmart, 2009. ISBN: 978-0974320625

Carnegie, Dale. *How to Win Friends and Influence People*. Pocket Books, 1998. ISBN: 978-0671027032

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.

Fitzpatrick, Rob. *The Mom Test: How to Talk to Customers & Learn If Your Business Is a Good Idea When Everyone is Lying to You*. CreateSpace, 2013. ISBN: 978-1492180746.

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.

Key, Stephen. *Sell Your Ideas With or Without a Patent*. CreateSpace, 2015. ISBN: 978-1507885734

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.

Wickman, Gino. *Entrepreneurial Leap: Do You Have What It Takes to Become an Entrepreneur?* BenBella Books, 2019. ISBN: 978-1948836814

Weinberg Gabriel, and Mares, Justin. *Traction: How any Startup can Achieve Explosive Growth*. Penguin Random House LLC, 2015. ISBN: 9781591848363.

Course Structure

For this online course, all work will be submitted in Jackson College's JetNet Course Management System. Please note that we will also utilize Pearson's MyLab system for access to the electronic textbook and other resources that you will need to reference as you complete work in JetNet. Although this is an online course, you will have interactions with your instructor and your classmates through live (and recorded) BigBlueButton virtual class sessions, as well

as online forums. BigBlueButton and the forums will be accessed through the course’s home page in JetNet. In addition, successful and aspiring entrepreneurs will share words of wisdom by way of recorded videos. Concepts from the readings and videos will be discussed in the online forums, 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.

Grading Procedure

Quizzes	25%
Online Forums	25%
Individual Assignments (not including BigBlueButton Assignments)	40%
BigBlueButton Assignments (note: extra credit for live participation in these sessions)	10%

Grading Scale

GPA	GRADE
4.0	94-100%
3.5	89-93%
3.0	84-88%
2.5	78-83%
2.0	72-77%
1.5	66-71%
1.0	60-65%
0.5	55-59%
0.0	0-54%

Please note that the above figures are thresholds; for example, a percentage of 71.9% is below the threshold of 72% and therefore receives the grade 1.5.

You can view your grades on individual items during the course in the “My Grades” section of the “Student Dashboard” in JetNet.

Failure

Failure will result when an insufficient amount of work is submitted on time, or when the work does not adequately meet the requirements given in the instructions. Failure can also result when a student does not adhere to Jackson College policies, including academic honesty, as outlined below:

Academic Honesty Policy

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

Accessibility

Jackson College understands that cultivating a broadly diverse community is crucial to our educational mission and to our foundational commitment to leadership and service.

Jackson College is fully committed to ensuring our courses are accessible to everyone including those with disabilities. We are currently working to increase accessibility and usability of our course materials in order to meet or exceed the requirements of Section 508 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1991 and Web Content Accessibility Guidelines (WCAG) 2.0. For more information about Jackson College's efforts to ensure accessibility please visit the [Jackson College accessibility web page](#). If you have an accessibility need in any of our classes please e-mail the Center for Student Success at JCCSS@jccmi.edu or visit the [Center for Student Success web page](#).

At the Center for Student Success (CSS), we are committed to providing all students the opportunity to achieve academic success by providing a variety of support services free of charge to Jackson College students. This includes, but is not limited to, peer and faculty tutoring, mental health referral, temporary assistance with transportation, various workshops/seminars, and the TRIO program.

In addition, the CSS staff is committed to adapting the College's general services to meet the individual needs of otherwise qualified students with disabilities, for the purpose of providing equal access to all programs and facilities.

Course Management

If you decide to withdraw from the course, be sure to check the Jackson College website and consult with your Navigator regarding the permitted dates to drop/add courses and the associated financial consequences. The census date for this course is 09/03/2021. Please see notes at the end of this syllabus for more information on dropping or being withdrawn from the course.

Just as in a traditional classroom course, regular class participation and keeping up on the reading and assignments is strongly correlated with survival in college. It is my recommendation that you plan to do your assignments and take your exams BEFORE the last day they are due. If problems occur, there is time to fix them before the deadline

Makeup Policy: Incompletes

Incomplete grades will be given only in accordance with Jackson College policy. Please note that incompletes are very rare and that it is the instructor's decision whether an incomplete grade will be given.

Contacting the Instructor

The instructor will only respond about course information to students using their JC email address. Please include the class title, class name, and section number in the subject line:

ENT101.I50.FL2021

Help: Academic Advising

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. Please e-mail JCCSS@jccmi.edu or visit the [Accommodations for Students with Disabilities](#) web page at any time during the course.

Just as in a traditional classroom course, regular class participation and keeping up on the reading and assignments is strongly correlated with survival in college. It is my recommendation that you plan to do your assignments and take your exams BEFORE the last day they are due. If problems occur, there is time to fix them before the deadline

Expectations of the Student

1. Establish reliable access to a computer with internet connection.
2. Carefully study the required reading and electronic resources.
3. Participate actively in an ongoing dialogue with the instructor through email, JetNet forums, and live Big Blue Button sessions as needed in this online course.
4. Turn in the written work (e.g., assignments, quizzes, forums, and the final video) 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.

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.
4. Give helpful feedback on your assignments.

Course Calendar: The timing and content in this calendar is subject to change.

UNIT #	CHAPTERS IN TEXTBOOK	TOPICS	DUE DATES: SEE JETNET FOR REQUIRED WRITTEN WORK (BBB LIVE=BIG BLUE BUTTON OPTIONAL LIVE SESSION)
1	1-3	-Course Introduction -Recognizing Opportunities -Business Planning & Business Modeling -Creating Businesses	SEP 1: BBB LIVE SEP 6: WRITTEN WORK
2	4-5 Also: "Talking to Humans"	-Market Research -Marketing Mix	SEP 8: BBB LIVE SEP 13: WRITTEN WORK
3	6-7	-Selling & Service -Fixed & Variable Costs	SEP 15: BBB LIVE SEP 20: WRITTEN WORK
4	8	-Using Financial Statements	SEP 22: BBB LIVE SEP 27: WRITTEN WORK
5	9-10	-Cash Flow, Taxes, and Financing Strategy	SEP 29: BBB LIVE OCT 4: WRITTEN WORK
6	11-12	-Legal Issues and Managing operations	OCT 6: BBB LIVE OCT 11: WRITTEN WORK
7	13-14	-Leadership, Licensing, and Harvesting	OCT 13: BBB LIVE OCT 18: WRITTEN WORK

Other Key Dates per Jackson College Policy:

ENT 101 I50

Census Date: 9/3/2021 The census date is the last day a student can be dropped from the course without penalty.

Last date to withdraw: 10/13/2021

Faculty members must drop students per Jackson College policy:

1. You must submit "**Never Attended**" for any student who is on your roster but who has never logged in or never engaged in the class.
This must be submitted prior to the course **census date: 9/3/2021**
Submitting "Never Attended" for a student drops them from your class.
2. After the **census** date above, if a student has not engaged in any academic activity over a two-week timeframe, please input their **Last Date of Attendance**.
NOTE: Any "Last Date of Attendance" MUST be dated after the course census date.
Submitting a "Last Date of Attendance" for a student drops them from your class.

Caveat

This syllabus is not a contract; more or less work may be required than is outlined here. The instructor may revise the syllabus at any time during the course.

Revised: 29AUG2021