



2022 Summer Semester

Course Name: Entrepreneurship 101

Course number and section: ENT-101-PGI1

Number of Credits: 3

Days Class Meets: June 8, June 22, July 6, July 20, Aug. 3

Meeting Times: 6-9 p.m.

Location/Venue: MDOC-Gus Harrison

Instructor: Gary Pageau **Contact Email:** JPAY

Course Description

There will be only one constant throughout your career. That constant is change. The preferences of consumers are constantly changing, 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 (i.e., as an intrapreneur") or as someone who starts a new enterprise (i.e., as an "entrepreneur"). In this course you will learn more about your own strength and weaknesses, as well as the key characteristics shared by successful entrepreneurs. You'll also gain skills for matching your strengths with a business idea that fits you well, so that both you and your customers will benefit. Finally, you will begin developing analytical tools to help make sound decisions in a rapidly changing world.

Prerequisite(s)

ENG 086*, ENG 091* - Must be completed prior to taking this course.

Course Goals

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 can help guide students in achieving goals necessary for graduation credit, transferability, and professional skills needed in many certification programs.

Course Objectives

The course objectives addressed in this class include the following:

- 1) Identify at least three legal forms of business ownership.
- 2) Select a legal form of business ownership that best fits your business idea.
- 3) Identify at least three sources of small business financing.
- 4) Develop a prospective portfolio of financing for your business.

- 5) Write a one-minute elevator pitch to succinctly describe your business concept to a prospective customer.

Textbook/required resources:

- 1) Course Packet: This syllabus should be included in your course packet, along with written assignments, quizzes and reference materials you will need to complete the course.
- 2) Textbook: Mariotti, Steve, and Glackin, Caroline, *Entrepreneurship, Fourth Edition*. Pearson, 2016. ISBN 978-0-13-393445-8

Textbook Zero. The textbook is available in a digital format, although for this setting the paper copy of the textbook will be used.

Optional Book References: These books are not required, but they are good references as you broaden your knowledge of entrepreneurship:

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: 978-1250-01445-0.

Christensen, Clayton M., Allworth, James, & Dillon, Karen. *How Will You Measure Your Life?* HarperCollins, 2012. ISBN: 9780062102

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. *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.

Ehrmann, Joe. *InSide Out Coaching*. Simon & Schuster, 2011. ISBN: 9781439182987.

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 Independent Publishing Platform, 2013. ISBN: 9781492180746

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.

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. ISN 978-08129-8144-5.

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: 978-0689-15170-3.

Weinberg Gabriel, and Mares, Justin. *Traction: How any Startup can Achieve Explosive Growth*. Penguin Random House LLC, 2015. ISBN: 978159184836

Course Structure

A variety of methods will be used to enhance your understanding of entrepreneurship and help you develop your business models. Video lectures will introduce and highlight key concepts in the course. Reading from the textbook and course packet will provide you with more detailed information. Quizzes will assess your knowledge of the material. Case studies will provide insights into practices that have worked well, and not so well, for other entrepreneurs. Often, we learn a great deal from failure but it's usually less costly to learn from the failure of others. Written assignments will develop your analytical skills and help you evaluate the viability of your business ideas.

Grading Procedure

Assignments	70%
Quizzes	20%
JPay responses to instructor (at least once per week for attendance)	10%

Grading Scale

GPA	GRADE RANGE
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%

GPA	GRADE RANGE
0.5	55-59%
0.0	0-54%

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

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. Please see the pick-up dates for assignments and quizzes listed on the first page of this syllabus. 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

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

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](#).

Course Management

(Indicate ways that students can manage their enrollment in a course for special circumstances. Includes withdrawal, and audit and incomplete grading procedures)

Makeup Policy

(Indicate ways that students can manage their enrollment in a course for special circumstances. Includes withdrawal, and audit and incomplete grading procedures)

Help

Available learning services or opportunities for students seeking help with their course work. May include information about tutors, learning centers, reserved library materials, counseling services.

Academic Advising

Student success navigators serve not only as academic advisors but as a student's academic, financial, and total resource advocate or coach.

Students will have an assigned navigator to meet with for advising and any questions they may have. Navigators will serve as the "go-to" person to help students throughout the college experience.

It is important to know your Student Success Navigator. You may find your Navigator by visiting this website <https://www.jccmi.edu/academics/academic-advising/> and click on your pathway. You should also receive an email from your Navigator at the beginning of the semester.

Student Responsibilities

Requirements beyond scheduled classes or laboratories, e.g., clinicals, extra credit assignments, TBA sessions, field placement, special project instructions, contract learning conditions, study hours required outside class, unscheduled class meetings, attendance at concerts or other required events.

Attendance- Participation Policy

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.

In compliance with Federal Title IV funding requirements, as well as college initiatives, I will be monitoring student participation on a regular basis and officially reporting student activity throughout the term to assure compliance with college policy and federal regulations. It is imperative that you log in to the course and actively participate within the first couple of days of the term to validate your enrollment in the course. After that, not actively participating in class may result in you being withdrawn from the course. Being withdrawn from a course can have an impact on financial aid, billing, athletic eligibility, and housing status. As a college student you are responsible for how your participation impacts your academic progress; the accountability lies with you.

Caveat

Please note: The format and timing of this course may need to change due to unforeseen circumstances. In particular: school closings, instructor illness, weather, or other situations that may arise.

All COVID safety protocols in place are based on current guidelines and will be enforced while students are on campus.

Calendar

A partial or complete list of dates or class periods for the course. Within the calendar on specific days are: Assignments, readings, homework, exercised, performances, quizzes, topics, subject matter, skills, chapter titles, discussion topics, tests, comprehensive exams, due dates for major papers or performances. Add or remove columns as necessary to suit your course.

**Also include a statement that calendar timelines and assignments are an approximation and could be changed.*

WEEK #	DATE	TOPIC	HOMEWORK
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Important Dates:

MONDAY 05/09/2022	START OF SUMMER SEMESTER
MONDAY 05/30/2022	MEMORIAL DAY HOLIDAY-NO CLASSES (5/28-5/30/2022)
MONDAY 07/04/2022	INDEPENDENCE DAY HOLIDAY- NO CLASSES (07/02-07/04/2022)
MONDAY 08/08/2022	END OF SUMMER SEMESTER