



Course Syllabus  
Enterprise Mindset  
MRKG 1371  
Second Start Spring 2017  
Online Education

<b>Course Reference Number</b>	<b>CRN</b>	20562
<b>Instructor Contact Info</b>	Linda Koffel; <a href="mailto:linda.koffel@hccs.edu">linda.koffel@hccs.edu</a> ; 713-718-2895	
<b>Office Location and Hours</b>	Alief Campus Rm C409 Hours Monday 9 – 11.a.m. Thursday 9 – 12 noon	

**Final Exam: May 9, 2017 by 11:00 p.m. (Tuesday taken online)**

**Last Day for Administrative and Student Withdrawals:** April 11, 2017 by 4:30 p.m. Verify in College Schedule Page.

<b>Course Location/Times</b>	ONLINE
<b>Course Semester</b>	Credit Hours: 3
<b>Credit Hours (SCH)</b>	Lecture Hours: 3
<b>Total Course Contact Hours</b>	48.00
<b>Course Length</b>	<b>12 weeks</b>
<b>Type of Instruction</b>	ONLINE

**Course Description:** MRKG 1371 Enterprise Mindset provides an overview of the crucial skills needed for individuals to excel at developing both for profit and not-for profit (social) enterprise ventures. All the pertinent skills will be covered, including action oriented activities to provide students with skills necessary to succeed. Topics will include: creativity, experimentation, risk-taking, self-reliance, character, self-leadership, growth mindset, action orientation, persistence, resourcefulness, collaboration and empathy.

**Course Prerequisite(s)****FREQUENT REQUISITES (Recommended; not required)**

- MATH 0306 (Basic Math Pre-Algebra)
- GUST 0342 (9th -11th Grade Reading)
- ENGL 0300

**ACADEMIC DISCIPLINE/CTE PROGRAM LEARNING OUTCOMES**

1. Identify the marketing mix components in relation to market segmentation.
2. Explain the environmental factors which influence consumer and organizational decision-making process.
3. Outline a marketing plan.
4. Identify the elements of the communication process between buyers and sellers in business.
5. Utilize marketing research techniques to implement competitive marketing decisions.

**COURSE STUDENT LEARNING OUTCOMES (SLO)**

- 1) Students will describe the 20 Enterprise Skills (via project)
- 2) Students will apply the skills to strategies for profit and not-for-profit enterprises
- 3) Students will develop action plans for utilizing the skills for an enterprise.(via project)
- 4) Students will create personal development plans to enhance the 20 skills. (via project0

**INSTRUCTIONAL METHODS**

ONLINE

**SCANS AND/OR CORE CURRICULUM COMPETENCIES**

**Students will describe the 20 Enterprise Skills.**

Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing

Foundation Skills - Basic -Mathematics

Foundation Skills - Basic -Listening

Foundation Skills - Basic –Speaking

**Students will develop action plans for utilizing the skills for an enterprise.**

Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing

Foundation Skills - Basic -Mathematics

Foundation Skills - Basic -Listening

Foundation Skills - Basic –Speaking

**Students will apply the skills to strategies for profit and not-for-profit enterprises**

Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing

Foundation Skills - Basic -Mathematics

Foundation Skills - Basic -Listening

Foundation Skills - Basic Computation

**HCC Grading Scale:**

A = 100- 90	4 points per semester hour
B = 89 - 80:	3 points per semester hour
C = 79 - 70:	2 points per semester hour
D = 69 - 60:	1 point per semester hour
59 and below = F	0 points per semester hour
FX (Failure due to non-attendance)	0 points per semester hour
IP (In Progress)	0 points per semester hour
W (Withdrawn)	0 points per semester hour
I (Incomplete)	0 points per semester hour
AUD (Audit)	0 points per semester hour

IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses. To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP," "COM" and "I" do not affect GPA.

**Instructor Grading Criteria****GRADE COMPUTATION:**

Test One	15%
Test Two	15%
Book Summary	15%
Individual Project	20%
Success Plan Project	15%
Assignments/Login (Participation)	20%

**Instructional Materials**

**No formal textbook is required.** Students will learn from a variety of open sources which are easily and inexpensively available

**12 WEEK COURSE CALENDAR**  
**MRKG 1371 Online Education**  
**Weekly Activity Schedule**  
**12 WEEKS SESSION**

<b>WEEK</b>	<b>Module</b>	<b>Activities</b>
1 2/14	1	<b>Start Here Module</b> <b>Start Here/ Syllabus Quiz Due 2/21</b>
2 2/21	2	<b>Overview of Enterprise</b> <b>Book Summary Proposal Assignment Due 2/28</b>
3 2/28	2	<b>Overview of Enterprise</b> <b>Project Idea Proposal Assignment Due 3/7</b>
4 3/7	3	<b>Application of Enterprise Skills</b> <b>Peer Review Due 3/21</b>
5 3/21	4	<b>Innovation (Creativity, Curiosity, Experimentation, Risk-taking)</b> <b>Field Research Assignment Due 3/28</b>
6 3/28	5	<b>Strength (Self-reliance, Resilience, Character, Self-confidence)</b> <b>Research Assignment Due 4/4</b>

7 4/4	6	<b>Leadership (Self-direction, Internal Focus of Control, Growth Mindset, Mentor Mentality)</b> <b>Test One Mods 1 - 5 Due 4/11</b>
8 4/11	7	<b>Productivity (Action Orientation, Persistence, Resourcefulness, Intuitive Decision-making)</b> <b>Book Summary Project Due 4/18</b>
9 4/18	8	<b>Interactivity (Collaboration, Persuasion, Empathy, Communication)</b> <b>Success SWOT Due 4/25</b>
10 4/25	9	<b>Creating Success ( Characteristics, Values, Lifelong Learning, Vision)</b> <b>Enterprise Plan Due 5/2</b>
11 5/2	10	<b>Project Presentations</b>
12 5/9	12	<b>Final Week and Course Review</b> <b>Test Two / Final (Mods 6-10) due May 9, 2017 by 11 p.m.</b>

### **START HERE/SYLLABUS QUIZ**

You will have 1 week to complete the quiz. The Start Here/Syllabus Quiz is located under the Assignment course tool. The purpose of this quiz is to make sure you read the syllabus and the Start Here Module and to make sure you learn how to submit your assignments properly. No quiz will be accepted via any type of email. You must post the quiz via the Eagle on Line CANVAS. **Do NOT skip doing this first assignment.** It is an important foundation for the rest of the course. Failure to submit this will mean a "0" on the assignment as well as points taken off of participation.

### **WEEKLY ASSIGNMENTS**

Each week, I will give assignments related to the module topic which will usually feed directly into the individual projects. You will be required to send these in to me via online assignment posting through CANVAS. These assignments, participation, discussion/review postings, and your attendance by logging in 3 times per week, will be your class participation and will count as a major part of your grade. Due dates are shown on the calendar above. **You must submit all your work through Eagle on Line CANVAS. No late work is accepted. No work is accepted by email or through the comments box.** Failure to submit assignments can cause a student to be dropped for non-attendance.

## **TESTS ONE and TWO (FINAL)**

The two tests will be multiple-choice with the possibility of some essay questions. The tests will be submitted online. No makeup exams are given. The Final is really Test Two and covers the last part of the course modules and is not comprehensive. . In this course, since you will not have an actual textbook, you will need to take notes over the modules each week as you watch the videos, and read the materials. It won't be possible for you to flip back and forth between the materials in the modules while taking the tests. The tests are online approximately one week before they are due so students have plenty of time to work them into their schedules.

## **FINAL (also is Test Two)**

The final (which is really TEST TWO) will be comprised of multiple choice questions. The final will be open book and open notes. In this course, since you will not have an actual textbook, you will need to take notes over the modules each week as you watch the videos, and read the materials. It won't be possible for you to flip back and forth between the materials in the modules while taking the tests. You will have 2 hours to complete the final. The tests are online approximately one week before they are due so students have plenty of time to work them into their schedules. **THE FINAL WILL BE ONLINE. NO MAKE-UP FINAL WILL BE GIVEN. No finals will be accepted by email or late.**

## **PROJECTS**

An Individual Enterprise Plan will be required as well as a Success SWOT (Strengths Weaknesses Opportunities and Threats). A Book Summary will also be required. These projects will be developed using peer reviews.

## **DISCUSSIONS**

Several discussions will be required for this course – especially in concert with peer reviews. Discussions will be posted as needed and the grades for the discussions will be calculated into the assignment/participation grade.

## **STUDENT RESPONSIBILITIES**

As a student wanting to learn about business, it is the student's responsibility to read the textbook, submit assignments on the due dates, study for the exams, participate in activities, and attend class (via the discussions in this DE course).

To be successful in this class, it is the students responsibility to:

- Participate in class activities via the topic discussions
- Read and comprehend the textbook
- Complete the required assignments and exams on time:
- Ask for help when there is a question or problem
- Complete the field study with a 70% passing score

## **STUDENT ASSIGNMENTS**

Assignments have been developed that will enhance student learning. To better understand a topic, students will be given assignments on key information that students will need to remember for student success in student reaching student goals.

## **Class Attendance**

As stated in the HCC Catalog, all students are expected to attend classes regularly.

Although it is the responsibility of the student to drop a course for non-attendance, the instructor also has the authority to block a student from accessing Eagle Online, and/or to drop a student for excessive absences or failure to participate regularly. If you stop logging into class or submitting assignments to class you could receive an F, FX, or W depending on the circumstances. No incompletes will be given for any reason. If you fail to turn in an assignment, you will receive a "0" and your grade will be calculated accordingly.

## **Early Alert**

HCC has instituted an Early Alert process by which your professors may "alert" you and DE counselors that you might fail a class because of excessive absences and/or poor academic performance. I use the Early Alert system if you miss one assignment. I do this to make sure you get the assistance you need to complete the course and to do well. If you get a call, it does not mean that you are actually failing at that time – it means that if you continue on your course of not submitting your work, you probably will fail. The Early Alert system has been set up to assist students in getting the assistance they need to succeed. I use the system to help you, not to be punitive.

## **General Required Information**

### **PROGRAM/DISCIPLINE REQUIREMENTS**

The Marketing Department is determined to prepare students with the knowledge and skills needed to succeed in today's dynamic work environment. Students in Marketing must be able to budget their time and perform class-related activities as assigned on a weekly basis. Opportunities are provided for students to recognize the important role personal qualities play in the business environment and activities have been enhanced to help students develop the attitudes and interpersonal skills that are in demand by employers.

## **Degree Plan**

Students are encouraged to file a degree plan with a Counselor or the Marketing Department for the certificate and/or degree plan. Please ask your instructor for Degree Plan information or contact the Marketing Department for information about filing a degree plan.

## **STUDENT INFORMATION**

A student handbook is available on the College website:  
<http://www.hccs.edu/district/students/student-handbook/>

Look at the handbook to get detailed information concerning students attending Houston Community College System (HCCS). Data such as withdrawal policies, refund policies, incomplete, late assignments, make-ups, extra credit, grading system, attendance requirements, grade appeal process and other details are included in the student handbook.

## **HCC COURSE WITHDRAWAL AND ATTENDANCE POLICY**

**HCC Course Withdrawal Policy (updated 7/26/2010)**

Beginning Fall 2007, the State of Texas imposes penalties on students who drop courses excessively. That is, if you repeat the same course more than twice you have to pay extra tuition. In addition students are limited to no more than SIX total course withdrawals throughout their educational career at a Texas public college or university.

In accordance with HCCS rules, the instructor has the authority to drop a student from any class after the student has been absent for periods equivalent to two weeks of class (6 classes). However, the student has the ultimate responsibility to withdraw from the course. If there are extreme circumstances that require absence from class, it is the student's responsibility to notify the instructor. For additional information refer to the HCCS catalog.

The professor may withdraw students who do not log in and/or do not submit assignments. If a student wishes to withdraw from class, he/she must withdraw him or herself and this must be done PRIOR to the withdrawal deadline to receive a "W" on the transcript. If students do not withdraw before the deadline, the student will receive the grade that they have earned by the end of the semester. Zeros averaged in for required assignments/tests not submitted will lower the semester average significantly, most likely resulting in a failing grade.

Classes of other duration (mini-term, flex-entry, 8-weeks, etc.) may have different final withdrawal deadlines. Please contact the HCC Registrar's Office at 713.718.8500 to determine mini-term class withdrawal deadlines. The last day to withdraw from this course is April 11, 2017 by 4:30 p.m.

Students should check HCC's Academic Calendar by Term for drop/withdrawal dates and deadlines.

If a student decides to drop or withdraw from a class upon careful review of other options, the student can drop online prior to the deadline through their HCC Student Service Center.



## **EARLY ALERT**

HCC has instituted an Early Alert process by which your professors may “alert” you and DE counselors that you might fail a class because of excessive absences and/or poor academic performance.

## **INTERNATIONAL STUDENT INFORMATION**

Contact the International Student Office at 713-718-8520 if you have questions about your visa status.

## **STUDENTS WITH DISABILITIES**

Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc.) who needs to arrange reasonable accommodations must contact the appropriate HCC Disability Support Service (DSS) Counselor at the beginning of each semester. Instructors are authorized to provide only the HCC DSSO approved accommodations but must do so in a timely manner. Students with disabilities need to scan their letter of accommodation and send it in to me by the end of the first week of the course.

Students who require testing accommodations need to schedule an appointment for testing to ensure that staff will be available for proctoring and to arrange for any adaptive equipment that may be required. Students should contact the instructor’s Instructional Support Specialist (ISS) the week prior to each exam throughout the semester to confirm that the requested testing accommodations will be met. However, since this is an online course, most students prefer to take the tests online.

## **DISABILITY SUPPORT SERVICES OFFICES:**

System: 713.718.5165

<http://www.hccs.edu/district/students/student-handbook/>

District

713-718-5165

Central College

713.718.6164

Coleman College

713-718-7376

**Northeast College**

713-718-8322

**Northwest College**

713-718-5667

713-718-5408

**Southeast College**

713-718-7053

**Southwest College**

713-718-7909

**Adaptive Equipment/Assistive Technology**

713-718-6629

713-718-5604

**Interpreting and CART services**

713-718-6333

**Central: 713.718.6164** – *also for Deaf and Hard of Hearing Services and Students Outside of the HCC District service areas.*

**Northwest: 713.718.5422**

**Northeast: 713.718.8420**

**Southeast: 713.718.7218**

**Southwest: 713.718.7909**

**After student accommodation letters have been approved by the DSS office and submitted to DE Counseling for processing, students will receive an email confirmation informing them of the Instructional Support Specialist (ISS) assigned to their professor.**

**HCC Policy Statement: Access Student Services Policies on the Web Site:**

<http://hccs.edu/student-rights>

**ONLINE TUTORING**

HCC provides free online tutoring in writing, math, science, and other subjects. How to access AskOnline: Click on the Ask Online button in the upper right corner of the Blackboard course listings page. This directs students to the HCC AskOnline Tutoring site: <http://hccs.askonline.net/>. Use your student ID or HCC e-mail address to create an account. Instructions, including a 5-minute video, are provided to make you familiar with the capabilities of this service.

**HCC POLICY REGARDING ONLINE EDUCATION**

All students are responsible for reading and understanding the HCC Online Student Handbook, which contains policies, information about conduct, and other important information. For the HCC Online Student Handbook click on the link below or go to the HCC Online page on the HCC website.

The HCC Online Student Handbook contains policies and procedures unique to the online student. Students should have reviewed the handbook as part of the mandatory orientation. It is the student's responsibility to be familiar with the handbook's contents. The handbook contains valuable information, answers, and resources, such as HCC Online contacts, policies and procedures (how to drop, attendance requirements, etc.), student services (ADA, financial aid, degree planning, etc.), course information, testing procedures, technical support, and academic calendars. Refer to the HCC Online Student Handbook by visiting this link:

<http://www.hccs.edu/media/houston-community-college/distance-education/student-services/HCC-Online-Student-Handbook.pdf>

**ACADEMIC DISHONESTY**

You are expected to be familiar with the College's Policy on Academic Honesty, found in the catalog and student handbook. Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty. "Scholastic dishonesty": includes, but is not limited to, cheating on a test, plagiarism, and collusion.

**Cheating** on a test includes:

- Copying from another students' test paper;
- Using materials not authorized by the person giving the test;
- Collaborating with another student during a test without authorization;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of a test that has not been administered;
- Bribing another person to obtain a test that is to be administered.

**\*Plagiarism** means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

**\*Collusion** mean the unauthorized collaboration with another person in preparing written work offered for credit. Possible punishments for academic dishonesty may include a grade of 0 or F in the particular assignment, failure in the course, and/or recommendation for probation or dismissal from the College System. (See the Student Handbook).

**Academic dishonesty can result in a grade of F or 0 for the particular test or assignment involved, dropped, and/or expelled from HCCS. Please refer to the HCCS Distance Education Student Handbook-(for further information regarding Academic Dishonesty refer to: <http://www.hccs.edu/media/houston-community-college/distance-education/student-services/HCC-Online-Student-Handbook.pdf>**

### **EGLS3 -- Evaluation for Greater Learning Student Survey System**

At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time near the end of the term, you will be asked to answer a short online survey of research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and department chairs for continual improvement of instruction. Look for the survey as part of the Houston Community College Student System online near the end of the term.

### **CLASSROOM/ ONLINE BEHAVIOR**

As student instructor and as a student in this class, it is our shared responsibility to develop and maintain a positive learning environment for everyone. The instructor takes this responsibility very seriously and will inform members of the class if their behavior makes it difficult for him/her to carry out this task. As a fellow learner, students are asked to respect the learning needs of student classmates and assist student instructor achieve this critical goal.

Students are to maintain courtesy and respect for everyone involved in the course when communicating online.

### **Distance Education and/or Continuing Education Policies**

Access DE Policies on their Web site: [http://de.hccs.edu/Distance\\_Ed/DE\\_Home/faculty\\_resources/PDFs/DE\\_Syllabus.pdf](http://de.hccs.edu/Distance_Ed/DE_Home/faculty_resources/PDFs/DE_Syllabus.pdf)

Access CE Policies on their Web site: <http://hccs.edu/CE-student-guidelines>

### **HCC POLICY ON SEXUAL MISCONDUCT**

Houston Community College is committed to cultivating an environment free from inappropriate conduct of a sexual or gender-based nature including sex discrimination, sexual assault, sexual harassment, and sexual violence. Sex discrimination includes all forms of sexual and gender-based misconduct and violates an individual's fundamental rights and personal dignity. The Director of EEO/Compliance is designated as the Title IX Coordinator and Section 504 Coordinator. All inquiries concerning HCC policies, compliance with applicable laws, statutes, and regulations (such as Title VI, Title IX, and Section 504), and complaints may be directed to:

**David Cross**

**Director EEO/Compliance**

**Office of Institutional Equity & Diversity**

**3100 Main**

**Houston, TX 77266-7517 or [Institutional.Equity@hccs.edu](mailto:Institutional.Equity@hccs.edu)**

### **A NOTE ABOUT THIS SYLLABUS**

At any time during the semester, your instructor reserves the right to modify the course requirements, assignments, exams, grading procedures, and all other related policies and procedures (and this course syllabus) as circumstances may dictate. Remember, also, it is the sole responsibility of each student to read, completely understand, and adhere to this document and all other documents or materials associated with this course in their entirety.

**NOTE TO STUDENT:** If you have any questions or concerns about the course and/or course assignments, please come to me so that we can resolve any issues. If your concerns are not resolved, you are encouraged to meet with my supervisor, [Kenneth Hernandez](#), at 713-718-2468 or Room 803, Commons Building, Spring Branch Campus.

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