



Course Syllabus

Entrepreneurship and Economic Development

BUSG 1373

Semester with Course Reference Number Fall 2014 – CRN 25909
(CRN)

Instructor contact information (phone number and email address) Dr. Raven Davenport
713-718-6478

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Office Location and Hours 1215 Holman Avenue, BSCC Bldg Room 206,
Houston, TX 77004

9 am -3 pm

Course Location/Times Online

**Course Semester Credit Hours (SCH)
(lecture, lab) If applicable** Credit Hours 3.00
Lecture Hours 3.00
Laboratory Hours
External Hours

Total Course Contact Hours 48.00

Continuing Education Units (CEU): if applicable

Course Length (number of weeks) This is an 8 week course

Type of Instruction Lecture

Course Description: Overview of entrepreneurship as an economic development strategy. Includes community

support systems for entrepreneurs.

Course Prerequisite(s)

Academic Discipline/CTE Program Learning Outcomes

1. Identify essential management skills necessary for career success.
2. Describe the relationships of social responsibility, ethics, and law in business.
3. Construct a business plan.
4. Examine the role of strategic human resource planning in support of organizational mission and objectives.
5. Describe the impact of corporate culture and atmosphere on employee behavior.

Course Student Learning Outcomes (SLO): 4 to 7

1. Identify community economic issues
2. Explain the benefits of entrepreneurship as an economic development strategy
3. Identify and characterize entrepreneurs in a local community.
4. Develop a collaborative support system for entrepreneurs
5. Identify desirable entrepreneurial support efforts within a local community.
6. Identify various segments of a business plan

Learning Objectives (Numbering system should be linked to SLO - e.g., 1.1, 1.2, 1.3, etc.)

Identify community economic issues

Explain the benefits of entrepreneurship as an economic development strategy

Identify and characterize entrepreneurs in a local community.

Develop a collaborative support system for entrepreneurs

Identify desirable entrepreneurial support efforts within a local community.

Identify various segments of a business plan

SCANS and/or Core Curriculum Competencies: If applicable

SCANS

Identify community economic issues

Foundation Skills - Basic –Reading, Writing, Mathematics, Listening, Speaking

Explain the benefits of entrepreneurship as an economic development strategy

Foundation Skills - Basic –Reading, Writing, Mathematics, Listening, Speaking

Identify and characterize entrepreneurs in a local community.

Foundation Skills - Basic –Reading, Writing, Mathematics, Listening, Speaking

Develop a collaborative support system for entrepreneurs

Foundation Skills - Basic –Reading, Writing, Mathematics, Listening, Speaking

Identify desirable entrepreneurial support efforts within a local community.

Foundation Skills - Basic –Reading, Writing, Mathematics, Listening, Speaking

Identify various segments of a business plan

Foundation Skills - Basic –Reading, Writing, Mathematics, Listening, Speaking

Instructional Methods

Distance (100%)

Course Calendar

Class Chapter Topic

Date

Week 1 1, 2

Entrepreneurs Recognize Opportunities

The Business Plan: Road Map to Success

Week 2 3

Creating Business from Opportunity

Week 3 4, 5

Exploring Your Market

Developing the Right

		Mix
Week 4	6	Smart Selling and Effective Customer Service (Mid-Term Exam)
Week 5	7,10	Understanding and Managing Start-up Fixed, and Variable Costs
Week 6	11, 12	Financing Strategy: Debt, Equity, or Both? Addressing Legal Issues and Managing Risk
Week 7	13, 14	Operating for Success (Project due) Management, Leadership, and Ethics
Week 8		Franchising, Licensing, and Harvesting: Cashing in your Brand Final Exam

Instructor's Requirements

Students are expected to maintain a state of **technical compliance**, including (but not limited to): up-to-date software as required by the instructor; a stable Internet connection; and use of the Firefox browser when using Eagle Online.

The instructor is NOT required to give consideration for lost/missing/unacceptable work stemming from technical non-compliance and/or end-user technical issues.

The concept behind DE is relevant material and standardized instructional delivery to a group, in a consistent and fair manner, and at the lowest tuition price possible. To achieve these ends, **deadlines** must be adhered to strictly. This is a standard for all DE institutions, HCC college policy, and that of every instructor; not just mine. Tests and Assignments MUST be submitted through the

window on the assignments page. If it is locked out, you missed it!

Deadlines *and penalties* are a part of the business world. When your rent is late, landlords charge a \$5 penalty each day late. If you are late picking up children from daycare, the fine is \$1/minute late. IRS charges penalties AND interest on a daily basis. Both utility and credit card companies have late fees, penalties, and ultimately higher interest rates for missed deadlines. These are the ways of the world!! You must learn them now. In rare circumstances, special arrangements could possibly be made in advance if there is some rare reason you need preferential treatment, but do not count on it.

DE instruction is for mature, disciplined students who are college-ready and prepared to work independently. You MUST have the reading/writing/typing skills *and* the discipline to accomplish this on your own within the allotted timelines, otherwise you should NOT be enrolled in a DE class.

Program/Discipline Requirements: If applicable

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
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.

For Health Science programs, see the Program/Discipline Requirements section for specific grading requirements.

Instructor Grading Criteria Midterm Exam 25%

Final Exam 25%

Project 50%

Instructional Materials **Mariotti, Entrepreneurship, 3rd Edition, Pearson, ISBN: 9780132784085**

HCC Policy Statement:

Access Student Services Policies on their Web site: <http://hccs.edu/student-rights>

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.

Distance Education and/or Continuing Education Policies

Access DE Policies on their Web site: DE STUDENT SERVICES

The Distance Education Student Handbook contains policies and procedures unique to the DE student. It is the student's responsibility to be familiar with the handbook's contents and part of the mandatory orientation. The handbook contains valuable information, answers, and resources, such as DE 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 DE Student Handbook by visiting this link: <http://de.hccs.edu/de/de-student-handbook>

Access CE Policies on their Web site:

<http://hccs.edu/CE-student-guidelines>