

**Bergen Community College**  
**Business Administration and Hotel Restaurant Management Department**  
**BUS 205: Entrepreneurship**  
**Course Syllabus**

<b>Course Description</b>	BUS-205 Entrepreneurship is an overview of the concepts and principles of business development and management. The use of case study analysis facilitates practical understanding and appreciation of business concepts. In addition, students gain further practical knowledge through the use of the Internet. The course provides a comprehensive perspective of ownership and management of a small business or new venture
<b>Credits/Hours</b>	3 lecture, 0 lab, 3 credits
<b>Prerequisites</b>	BUS-101-Introduction to Business or BUS-115-Introduction to Nonprofit
<b>Required Textbook</b>	Entrepreneurship 9th edition by Hisrich, Peters, & Shepherd, 2013, Published by The McGraw-Hill Companies, Inc., 1221 Avenue of the Americas, New York, NY, ISBN: 0078029198 (Required)
<b>Other Instructional Materials</b>	Publisher's website: <a href="http://www.mhhe.com/hisrich9e">http://www.mhhe.com/hisrich9e</a> provides supplemental materials and activities to accompany the textbook. The Sidney Silverman Library has extensive resources, both print and electronic, which support Business. There is also virtually unlimited relevant business information available on a variety of websites.
<b>Student Resources</b>	In addition to the resources mentioned above students should be encouraged to make full use of the Sidney Silverman Library (in person and online at <a href="http://www.bergen.edu/library/">http://www.bergen.edu/library/</a> ), the Tutoring Center (available in person room S-118 and online at <a href="http://www.bergen.edu/library/learning/tutor/">http://www.bergen.edu/library/learning/tutor/</a> ) , the Writing Center (available in person room C-110 and online at <a href="http://www.bergen.edu/library/learning/write/">http://www.bergen.edu/library/learning/write/</a> )
<b>Student Learning Outcomes</b>	After successfully completing all course activities, the student will be able to:  <ol style="list-style-type: none"> <li>1. Understand complexities of Entrepreneurship</li> <li>2. Cite the economic importance of entrepreneurship</li> <li>3. Know what is required to start a business</li> <li>4. Understand factors that must be assessed in buying an existing business</li> <li>5. Evaluate franchising as an option for entrepreneurship</li> <li>6. Know how to set up a home-based business</li> <li>7. Distinguish role of family owned businesses in spurring entrepreneurship</li> <li>8. Gain the basics in developing, growing and managing a business</li> </ol>
<b>Means of Assessment</b>	<ol style="list-style-type: none"> <li>1. Case Analysis</li> <li>2. Projects</li> <li>3. Exams</li> </ol>
<b>Course Content</b>	Each topic is expected to be covered in approximately 3 hours of instructional time per week:

	<p><b>Part I: The Entrepreneurial Perspective</b>  <b>Chapter 1:</b> Entrepreneurship and the Entrepreneurial Mind-Set  <b>Chapter 2:</b> Entrepreneurial Intentions and Corporate Entrepreneurship  <b>Chapter 3:</b> Entrepreneurial Strategy: Generating and Exploiting New Entries</p> <p><b>Part II: From Idea to Opportunity</b>  <b>Chapter 4:</b> Creativity and the Business Idea  <b>Chapter 5:</b> Identifying and Analyzing Domestic and International Opportunities  <b>Chapter 6:</b> Intellectual Property and Other Legal Issues for the Entrepreneur</p> <p><b>Part III: From the Opportunity to the Business Plan</b>  <b>Chapter 7:</b> The Business Plan: Creating and Starting the Venture  <b>Chapter 8:</b> The Marketing Plan  <b>Chapter 9:</b> The Organizational Plan  <b>Chapter 10:</b> The Financial Plan</p> <p><b>Part IV: From the Business Plan to Funding the Venture</b>  <b>Chapter 11:</b> Sources of Capital  <b>Chapter 12:</b> Informal Risk Capital, Venture Capital, and Going Public</p> <p><b>Part V: From Funding the Venture to Launching, Growing and Ending the New Venture</b>  <b>Chapter 13:</b> Strategies for Growth and Managing the Implication of Growth  <b>Chapter 14:</b> Accessing Resources for Growth from External Sources  <b>Chapter 15:</b> Succession Planning and Strategies for Harvesting and Ending the Venture</p>
<b>Course Activities</b>	<p>Faculty are encouraged to use a variety of instructional techniques to encourage student learning. Research on learning shows that the straight lecture technique is not particularly effective. Lectures should focus on the basic business concepts while being interspersed with practical application to the real world of business. In order to meet the needs of diverse learners’ faculty should use videos, PowerPoint slides and the board extensively. Instructors should encourage discussions during a question and answer session.</p> <p>Faculty are encouraged to incorporate use of the Internet in their assignments and projects and draw on the resources of the publisher’s web site. Students have ample access to the Internet in college labs.</p>
<b>Writing and Critical Thinking Requirement(s):</b>	<ul style="list-style-type: none"> <li>• Case studies</li> <li>• Projects and Research reports as assigned by instructor</li> <li>• In-Class Activities</li> </ul>
<b>BCC Attendance Policy</b>	<p>All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.</p>
<b>Attendance Policy</b>	None for this class

<b>Students with Disabilities</b>	<p>Students who are registered with The Office of Specialized Services and have received Accommodation Forms are strongly encouraged to submit these forms within the first two-weeks of classes to ensure timely delivery of these accommodations.</p> <p>Students who have registered with the College's Office of Specialized Services holding completed and signed academic accommodations are to take examinations, in Moodle or in its paper form if the class meets on campus. Note: Faculty may need 24-48 hours to make alternate testing arrangements, so same day testing accommodations may not be possible to grant. The paper tests are administered by the BCC Testing Center ensuring the accommodations are met. Students should be aware that faculty may need 24-48 hours to make alternate testing arrangements, so same day testing accommodations may not be possible to grant</p>
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<b>Course Policies</b>	There are current no department course polices for BUS 205
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<b>Final Grade Calculation</b>	<table border="1"> <tr> <td data-bbox="444 684 678 789"><b>Business Math</b></td> <td data-bbox="683 684 824 789">Tests</td> <td data-bbox="829 684 1494 789">70 points</td> </tr> <tr> <td data-bbox="444 795 678 869"><b>Evaluation and Grading</b></td> <td data-bbox="683 795 824 869">Cases</td> <td data-bbox="829 795 1494 869">15 points</td> </tr> <tr> <td></td> <td data-bbox="683 875 824 949">Projects</td> <td data-bbox="829 875 1494 949">15 points</td> </tr> <tr> <td></td> <td data-bbox="683 955 824 1029">TOTAL</td> <td data-bbox="829 955 1494 1029">100 points</td> </tr> <tr> <td></td> <td data-bbox="683 1035 824 1108">A</td> <td data-bbox="829 1035 1494 1108">90+</td> </tr> <tr> <td></td> <td data-bbox="683 1115 824 1188">B+</td> <td data-bbox="829 1115 1494 1188">88-89</td> </tr> <tr> <td></td> <td data-bbox="683 1194 824 1268">B</td> <td data-bbox="829 1194 1494 1268">80-87</td> </tr> <tr> <td></td> <td data-bbox="683 1274 824 1348">C+</td> <td data-bbox="829 1274 1494 1348">78-79</td> </tr> <tr> <td></td> <td data-bbox="683 1354 824 1428">C</td> <td data-bbox="829 1354 1494 1428">70-77</td> </tr> <tr> <td></td> <td data-bbox="683 1434 824 1507">D</td> <td data-bbox="829 1434 1494 1507">60-69</td> </tr> <tr> <td></td> <td data-bbox="683 1514 824 1587">F</td> <td data-bbox="829 1514 1494 1587">below 60</td> </tr> </table>	<b>Business Math</b>	Tests	70 points	<b>Evaluation and Grading</b>	Cases	15 points		Projects	15 points		TOTAL	100 points		A	90+		B+	88-89		B	80-87		C+	78-79		C	70-77		D	60-69		F	below 60
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