

Course Syllabus

BUS 55: Introduction to Entrepreneurship

Read this syllabus carefully. It should answer most of your questions about the course. If after reviewing this syllabus you still have questions, feel free to send me an email and I'll respond as soon as possible.

Please note that once you sign up for this class with the College, it becomes your responsibility to drop the class if necessary. Unless you proactively drop the class through the Admissions & Records Office, you will receive a grade for this course. In other words, I will not be responsible for dropping you if you stop participating in the course.

Instructor Contact Information

Email: cappelloemanuele@fhda.edu (Email is the best way to reach me. Remember to include your full name as it appears on your registration with De Anza in any email.)
Office Location: F-51M

Course Materials

Required Text

Entrepreneurial Small Business, Jerome A. Katz and Richard P. Green, 3rd edition, McGraw-Hill/Irwin, 2011. ISBN: 9780073381572. Note: Do **NOT** get an international edition of this text. Also, although a 4th edition of this text is available, we are using the 3rd edition (the 2nd edition should also work fine).

Student Learning Outcomes for this course:

1. Examine the steps required, the support available, and the tactics commonly employed by entrepreneurs starting a business.
2. Critically evaluate business plans in terms of feasibility, investment potential, risk, and completeness.

Course Description

This course provides students with an introduction to the potential and pitfalls of Entrepreneurship. Students will learn about the various methods for starting up, managing and financing a new venture. Students will get a chance to evaluate real world business plans and videos of entrepreneurs.

Course Requirements

Reading: Each week you will have approximately two chapters to master. You should read the assigned text chapter, and then complete the assignment, submit a post in the chapter discussion forum, and then complete the short game/quiz.

Games (110 Points Total): Each week there is some type of online game or puzzle (aka, practice quiz) available to test your comprehension of the lessons. The games are provided to help you determine how well you understand the material, and help you prepare for the midterm and final examinations. They are not timed, you may take them as many times as you like, and your highest score will be recorded in the grade book. However, you must complete them before the posted deadline that week. There are no make-ups if you miss the deadline.

Assignments (150 Points Total): Each chapter you will be expected to answer questions in a chapter assignment. The assignments are varied; they involve tasks such as web research, video case studies, a team problem, or even a role-play exercise. Points earned in the assignments will be evaluated according to the Assignment Rubric provided in the table below. There are no make-ups if you miss an assignment deadline.

Assignment Rubric

Criteria	A Level Work	B Level Work	C Level Work
Completeness	All questions posed in the assignment are fully answered and explained or justified. All directions have been followed.	All questions posed in the assignment are fully answered but explanations may be brief or some of the directions missed.	Some of the assigned questions are skipped or ignored.

Discussion Forums (140 Points Total): Each week you will also be expected to contribute to and participate in chapter discussions. These discussion forums allow you to demonstrate your understanding of course concepts and learn from the experiences of your classmates. Points earned in the discussion forum will be evaluated according to the Discussion Rubric provided in the table below. *(Note: The instructor is looking for quality AND quantity.)*

Discussion Rubric – All Criteria Listed Have Equal Importance

Criteria	A Level Work	B Level Work	C Level Work
Originality	Adds significant, new, and substantiated ideas to the chosen discussion topic and demonstrates that the discussion has been reviewed prior to posting.	Adds a new idea to the chosen discussion topic and demonstrates that the discussion has been reviewed.	Enhances or further explains an idea that has already been mentioned in the chosen discussion topic.
Professionalism	Writing is clear and easy to read. Posts are written in a professional manner with proper grammar and punctuation.	Posts are generally clear but may contain occasional grammatical errors or typos.	Posts may be difficult to understand due to grammatical and stylistic problems.
Quantity	Posts are made to all chapter discussions and replies to other student posts are regularly performed	Posts are made to many chapter discussions and replies to other student posts are occasionally performed	Posts are made to few chapter discussions and replies to other student posts are seldomly performed

Exams: There will be 2 exams to test your understanding of the material. The questions will contain similar content to information explored in the practice games/quizzes, readings, and discussion assignments. These tests will be timed, so you will need to be competent in course concepts to complete them. You will not have the time to look up many answers in the textbook.

- **Midterm (300 Points Total):** Covers textbook chapters 1, 3, and 5 – 12.
- **Final Exam (300 Points Total):** Covers textbook chapters 13 – 20.

Course Policies

Grading

Assignments, 150 points

Discussion Forums, 140 points
Games/Quizzes, 110 points
Midterm Exam, 300 points
Final Exam, 300 points

Grading Scale (1000 Points)

Points	Grade	Points	Grade
970+	A+	760-799	C+
930-969	A	700-759	C No C- grades given
900-929	A-	660-699	D+
860-899	B+	630-659	D
830-859	B	600-629	D-
800-829	B-	0-599	F

All assignments are due by the specified due date. Please note that I cannot and will not change the due dates or times for any of the exams or other assignments. They are all to be completed online. Also, the exams are timed. Once you start taking an exam, you must finish within the allotted time. **DO NOT LOG OFF AND ATTEMPT TO TAKE THE EXAM AT ANOTHER TIME!** The clock will not restart and your time will run out.

Also, I do not give make up exams, games or quizzes for ANY reason whatsoever! You can take the exams anytime during the week in which they are due.

Tips for Success

There are many ways that you can demonstrate your understanding of course concepts in this class. Here are some ways that you can boost your performance. I welcome your input!

- Do the games/quizzes each week to identify areas in the text to study, and to identify topics that are likely to appear on exams. Make certain to review the textbook for the questions you missed.
- Schedule your work to complete tasks on time. For instance, games completed on time are worth 10 points. Games completed late are still helpful for review, but do not earn you any points.
- Email the instructor when you don't understand the answer to one of the practice questions, or post a question in the "Student Café" and ask another student to help.
- Try to be one of the first few students to post to the chapter discussions, so that you don't have the pressure of reading 30 posts and coming up with something "new."

Academic Integrity:

Students who plagiarize, submit the work of others as their own, or cheat on exams will (at minimum) receive a failing grade on that assignment and be reported to college authorities. Serious cases will receive a failing grade in the class and be reported to college authorities. Ignorance is not an acceptable excuse in a college classroom. If you are uncertain what acceptable behavior is, refer to the Student Handbook on [Academic Integrity](#).