

Syllabus

Code: BUS1241

Title: Entrepreneurship

Institute: Business and Social Science

Department: Business

Course Description: Entrepreneurship will provide students with a solid foundation in terms of the vital role played by entrepreneurs and entrepreneurship in the 21st century global economy. Students will learn major considerations faced by an individual planning to start and run a small business venture. This course will cover the nature of self-employment, forms of ownership, franchising, financial planning, sources of capital, small business, accounting/ bookkeeping/ taxes, choosing a location, federal requirements and state regulations and business law as it relates to small business.

Prerequisites: BUS1 105 or permission of instructor

Corequisites: None

Prerequisites or Corequisites:

Credits: 3

Lecture Hours: 3

Lab/Studio Hours: 0

REQUIRED TEXTBOOK/MATERIALS:

Textbook Title: Entrepreneurship Starting and Operating a Small Business
Authors: Steve Mariotti and Caroline Glackin
Publisher: Pearson

ADDITIONAL TIME REQUIREMENTS:

For information on Brookdale's policy on credit hour requirements and outside class student work refer to [Academic Credit Hour Policy](#).

COURSE LEARNING OUTCOMES:

Upon completion of this course, students will be able to:

- Recognize and develop entrepreneurial potential and opportunities.
- Identify the legal and ethical issues affecting small business in a global environment.
- Develop a Feasibility Study that focuses on sustainability.
- Demonstrate an understanding of planning, organizing, leading, decision making, mathematical models, financing resource options and controlling within an entrepreneurial framework.
- Construct a Business Plan.

Syllabus

GRADING STANDARD:

Unit 1 Exam	15 points
Unit 2 Exam	15 points
Unit 3 Exam	15 points
Unit 4 Exam	15 points
Business Plan	20 points
Two projects	20 points (10 points each)
Total	100 points

See instructor's addendum for details. Grades will be assigned as follows:

93 – 100% = A
90 – 92% = A-
87 – 89% = B+
83 – 86% = B
80 – 82% = B-
76 – 79% = C+
70 – 75% = C
65 – 69% = D
64 – below = F

COURSE CONTENT:

Unit 1 – Entrepreneurial Pathways

Chapters 1, 2, 3 and 11

Unit 2 – Accounting and Finance

Chapters 7, 8, 9 10

Unit 3 – Integrated Marketing

Chapters 4, 5 and 6

Unit 4 – Human Resources, Legal and Management

Chapters 12, 13 and 14

DEPARTMENT POLICIES:

Attendance and Late Policy for Students:

In the event a student accumulates more than three (3) absences, a student's final grade will be lowered one grade level.

INCOMPLETE:

1. If you have completed 70% of your course requirements, you may be eligible for a grade of Incomplete according to College Policy.
2. If you meet the requirements stated in the College Policy, you must submit an Incomplete Application form to your course instructor for his/her approval one week before the end of the semester.

Syllabus

Academic Integrity:

Any incidence of cheating will be fully processed in accordance with Brookdale Community College Regulation 6.3000 entitled STUDENT CONDUCT and the Student Conduct Code,

Section V, "Academic Integrity Code" as found in the student handbook. The Business Management Department supports this regulation.

Brookdale e-mail/Website:

You are required to check your Brookdale e-mail at least (3) times per week for communication from your instructor. They syllabus is subject to change per the rights of the instructor. These changes may be communicated to you via e-mail

COLLEGE POLICIES:

As an academic institution, Brookdale facilitates the free exchange of ideas, upholds the virtues of civil discourse, and honors diverse perspectives informed by credible sources. Our College values all students and strives for inclusion and safety regardless of a student's disability, age, sex, gender identity, sexual orientation, race, ethnicity, country of origin, immigration status, religious affiliation, political orientation, socioeconomic standing, and veteran status. For additional information, support services, and engagement opportunities, please visit www.brookdalecc.edu/support.

For information regarding:

- Brookdale's Academic Integrity Code
- Student Conduct Code
- Student Grade Appeal Process

Please refer to the [BCC STUDENT HANDBOOK AND BCC CATALOG](#).

NOTIFICATION FOR STUDENTS WITH DISABILITIES:

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Disabilities Services Office at 732 224-2730 (voice) or 732 842-4211 (TTY) to provide appropriate documentation of the disability, and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

ADDITIONAL SUPPORT/LABS:

See the Tutoring Center for information <https://www.brookdalecc.edu/academic-tutoring/tutoring-center/>.

MENTAL HEALTH:

- Mental Health Crisis Support: From a campus phone, dial 5555 or 732-224-2329 from an external line; off-hours calls will be forwarded to BCC police (2222 from a campus phone)
- Psychological Counseling Services: 732-224-2986 (to schedule an appointment during regular hours)

The syllabus is intended to give student guidance in what may be covered during the semester and will be

Syllabus

followed as closely as possible. However, the faculty member reserves the right to modify, supplement, and make changes as the need arises.