

## Dakota College at Bottineau Course Syllabus

**Course Prefix/Number/Title:** BUSN 170—Entrepreneurship

**Number of Credits:** 3 semester hours

**Pre/Co-requisites:** None

**Course Description:** This course introduces students to the concept of entrepreneurship and the entrepreneurial decision process. Topics covered include business plan development, financing of a new venture, risk assessment, marketing, and ethics.

**Course Objectives:** Upon successful completion of this course, the student should be able to:

1. introduce the concept of entrepreneurship and its historical development;
2. explain the entrepreneurial decision process;
3. define what the business plan is, who prepares it, who reads it, and how it is evaluated;
4. understand franchising from the perspective of both the entrepreneur looking to reduce the risk of new entry and from the entrepreneur looking for a way to grow his or her business;
5. identify the basic types of start-up ventures;
6. identify the types of financing available;
7. identify the advantages and disadvantages of going public;
8. explain the role of entrepreneurship in economic development;
9. provide the entrepreneur with an understanding of the typical warning signs of bankruptcy;
10. understand that risk is associated with newness but there are strategies that the entrepreneur can use to reduce risk;
11. discuss the ethical responsibility of entrepreneurs;
12. appreciate cultural differences and how they apply to entrepreneurs.
13. write a business plan.

**Instructor:** Professor Russ Gagnon

**Office:** Minot Campus Administration Building 2<sup>nd</sup> Floor

**Office Hours:** M-F 9:00 a.m. to 4:00 p.m. and by appointment when not in class.

**Phone:** 800-777-0750 ext:4339 or 701-858-4339, Fax: 701-858-4232,

**Email:** [russ.gagnon@minotstateu.edu](mailto:russ.gagnon@minotstateu.edu)

**Textbook(s):** *Entrepreneurship 101, Trump University, 2<sup>nd</sup> Edition*, Michael Gordon, 978-0-470-46718-3 and *Business Plans Kit for Dummies* with CD, Peterson, Jaret, and Schenck. 978-0-470-43854-1.

### Course Requirements:

1. Completion of assignments, tests, and presenting the final—business plan, are required.
2. Everyone will complete a final business plan related to a proposed business, established business, or fictional business. The plan should consist of a high-quality report, covering all aspects of a business plan as discussed in class, length as determined by the comprehensiveness of the plan, and a cover page and reference page. Grading will be on such factors as applicability, effectiveness, and quality. In addition to the written paper, you will give a 5-10 minute overview of your plan to the class. The presentation is not graded; however, you must complete the presentation.
3. Grading is the accumulation of assignments, quizzes, projects, business plan and tests for total points.

90-100= A    80-89=B    70-79=C    65-69=D    below 65=F

**Tentative Course Outline:**

Introduction to Entrepreneurship  
Essential Entrepreneurial Power Skills  
Obstacles and Risks  
The Customer Model  
Finding Business Ideas in a Turbulent World  
Select and Exploit Opportunities during Challenging Economic Times  
Bootstrapping  
Planning for Competitors  
Money Machines and Business Design Options  
Devise a Winning Strategy  
Growth and Profitability  
Business Plan Development

**General Education Goals/Objectives:** Not assessed in this course.

**Relationship to Campus Theme:** Dakota College at Bottineau emphasizes nature, technology, and beyond as a focus for the unique blend of courses and programs offered here. This course will emphasize the use of technology, communications, and the diverse makeup of the business community, which enhances the “Human” nature.

**Classroom Policies:**

**Missed Classes:** Although this class is streamed, attendance is expected, especially when a guest speaker is present. Unannounced quizzes, tests, and class projects can be made-up only when the instructor excuses students prior to class. You should expect a quiz on each guest speaker’s material the next class day. You are responsible for the activities of each class period. If you know of a conflict ahead of time, you are welcome to submit assignments early. Recognizing the importance of student participation and interaction with classmates, excessive absences necessitate failure in the class.

**Assignments:** All assignments are due at the beginning of class on the date due unless specified prior. Late assignments receive one-half credit minus errors. All late assignments are due before the final examination is administered. Make sure the class name, your name, date due, and exercise number appears in the upper-right corner. If handing in multiple pages, sequence them according to the order in the exercise, and staple in the upper left corner.

**Electronic Devices:** Turn off or mute (as approved) cellular phones and pagers; **NO TEXTING** during class is allowed, prior permission for computer use is required. I will have my cell phone on for campus emergency notifications. Disruption of the class is a reason for removal.

**Academic Integrity:** Plagiarism and cheating are serious offenses and may be punished by failure on exam, paper or project; failure in course; and/or expulsion from the university. For more information, refer to the "Academic Dishonesty" policy in the university catalog or the student handbook online: <http://www.dakotacollege.edu/pdf/StudentHandbook08-09.pdf>

**Disabilities and Special Needs:** If you have any condition, such as a physical or learning disability, for which you need extra assistance, please see me immediately. If you have already met with Student Development personnel, please provide me with information regarding your special needs as soon as possible so that I can make appropriate accommodations.