

Small Business Management and Entrepreneurship

(BUSG 2309 – 3A1)

CREDIT

03 Semester Credit Hours (03 hours lecture, 0 hours lab)

MODE OF INSTRUCTION

Face to Face

PREREQUISITE/CO-REQUISITE:

None

COURSE DESCRIPTION

This course will cover the key principles of entrepreneurship alongside the concepts, strategies, and tools needed to succeed as a small business owner, franchisee, founder, or other entrepreneurial professional.

COURSE OBJECTIVES

Upon completion of this course, the student will be able to

- Define entrepreneur and entrepreneurship
- Describe types of entrepreneurial careers and lifestyles
- Explain the entrepreneurial journey to explore and discover entrepreneurship as a career choice
- Identify the steps, decisions, and actions involved in the entrepreneurial journey
- Develop the ability to identify ethical and legal issues
- Develop an approach to resolve ethical/legal dilemmas once identified
- Describe popular, well-supported, creative problem-solving methods
- Understand which innovation or problem-solving methods apply best in different settings
- Discuss Joseph Shumpeter's theories of opportunity
- Identify key drivers of opportunity
- Describe and compare the adaptive model and the innovative model of problem solving
- Identify the skills entrepreneurs need for effective problem solving
- Clarify the vision statement, mission statement, and goals for your enterprise
- Distinguish between traditional marketing and entrepreneurial marketing
- Describe the seven elements of the marketing mix
- Distinguish between financing and accounting
- Describe how businesses use lean startup principles to develop products and test markets
- Identify how the build-measure-learn method helps companies understand what potential customers want in a product



**LAMAR INSTITUTE
OF TECHNOLOGY**

- Understand the importance of planning
- Understand the importance of planning

INSTRUCTOR CONTACT INFORMATION

Instructor: Dr. Yumi Shin

Email: yshin@lit.

Office Phone: 409-247-5296

Office Location: Technology Center, TC-229

Office Hours: M.W: 11 – 12:30 pm & T.Th: 9-11 am / 1 pm – 2:30 pm

REQUIRED TEXTBOOK AND MATERIALS

Textbook Purchasing Statement: A student attending Lamar Institute of Technology is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

Entrepreneurship (OpenStax) Digital ISBN-13: 978-1-947172-70-8

Digital PDF and Web-Access versions of the textbook are provided to students without charge through the Course Blackboard Portal.

ATTENDANCE POLICY

Students are highly-recommended to login and access the course 2-3 times per week. Attendance is taken daily for face-to-face classes.

DROP POLICY

If you wish to drop a course, you are responsible for initiating and completing the drop process. If you stop coming to class and fail to drop the course, you will earn an “F” in the course.

COURSE CALENDAR

DATE	TOPIC	READINGS (Due on this Date)	ASSIGNMENTS (Due on this Date)
Week 1 (8/21/23- 8/27/23)	Ch. 1: The Entrepreneurial Perspective	Ch. 1: The Entrepreneurial Perspective	Ch1 Quiz & HW (Sunday)
Week 2 (8/28/23- 9/3/23)	Ch. 2: The Entrepreneurial Journey and Pathways	Ch. 2: The Entrepreneurial Journey and Pathways	Discussion 1 & Ch2 Quiz (Sunday)

9/4/23, Monday: Labor day			
Week 3 (9/4/23-9/10/23)	Ch. 2: The Entrepreneurial Journey and Pathways	Ch. 2: The Entrepreneurial Journey and Pathways	Ch2 HW (Sunday)
Week 4 (9/11/23-9/17/23)	Ch. 3: The Ethical and Social Responsibilities of Entrepreneurs	Ch. 3: The Ethical and Social Responsibilities of Entrepreneurs	Ch3 HW & Module 1 Exam: Ch. 1, 2, 3 (Sunday)
Week 5 (9/18/23-9/24/23)	Ch. 4: Creativity, Innovation, and Invention	Ch. 4: Creativity, Innovation, and Invention	Ch4 Quiz & HW (Sunday)
Week 6 (9/25/23-10/1/23)	Ch.5: Identifying Entrepreneurial Opportunity	Ch.5: Identifying Entrepreneurial Opportunity	Ch5 Quiz & HW (Sunday)
Week 7 (10/2/23-10/8/23)	Ch. 6: Program Solving and Need Recognition Techniques	Ch. 6: Program Solving and Need Recognition Techniques	Ch6 HW & Module 2 Exam: Ch. 4, 5, 6, (Sunday)
Week 8 (10/9/23-10/15/23)	Ch. 7: Telling Your Entrepreneurial Story and Pitching the Idea	Ch. 7: Telling Your Entrepreneurial Story and Pitching the Idea	Ch7 Quiz & HW (Sunday)
Week 9 (10/16/23-10/22/23)	Ch. 8: Entrepreneurial Marketing and Sales	Ch. 8: Entrepreneurial Marketing and Sales	Discussion 2 & Ch 8 Quiz (Sunday)
Week 10 (10/23/23-10/29/23)	Ch. 8: Entrepreneurial Marketing and Sales	Ch. 8: Entrepreneurial Marketing and Sales	Ch8 HW (Sunday)
Week 11 (10/30/23-11/5/23)	Ch. 9: Entrepreneurial Finance and Accounting.	Ch. 9: Entrepreneurial Finance and Accounting.	Module 3 Exam: Ch. 7,8, (Sunday)
Week 12 (11/6/23-11/12/23)	Ch. 10: Launch for Growth to Success	Ch. 10: Launch for Growth to Success	Discussion 3 & Ch10 Quiz (Sunday)
Week 13 (11/13/23-11/19/23)	Ch. 10: Launch for Growth to Success	Ch. 10: Launch for Growth to Success	Ch10 HW (Sunday)
Week 14 (11/20/23-11/21/23)	Ch. 11: Business Model and Plan	Ch. 11: Business Model and Plan	Ch11 HW & Module 4 Exam: Ch. 10, 11 (Sunday)
11/22/23 (Wed) – 11/26/23 (Sun): Thanksgiving			
Week 15 (11/27/23-11/29/23)	Review Chapters	Review Chapters	
11/30/23 (Thur): Final Exam Begins			

COURSE EVALUATION

Final grades will be calculated according to the following criteria:

- Discussions: 5 %
- Chapter Reading Quizzes: 10 %
- HW Assignments: 25 %
- Module Exams: 60 %

GRADE SCALE

- 90-100 A
- 80-89 B
- 70-79 C
- 60-69 D
- 0-59 F

TECHNICAL REQUIREMENTS

The latest technical requirements, including hardware, compatible browsers, operating systems, etc. can be online at <https://lit.edu/online-learning/online-learning-minimum-computer-requirements>. A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of online technology and resources.

DISABILITIES STATEMENT

The Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. LIT provides reasonable accommodations as defined in the Rehabilitation Act of 1973, Section 504 and the Americans with Disabilities Act of 1990, to students with a diagnosed disability. The Special Populations Office is located in the Eagles' Nest Room 129 and helps foster a supportive and inclusive educational environment by maintaining partnerships with faculty and staff, as well as promoting awareness among all members of the Lamar Institute of Technology community. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409)-951-5708 or email specialpopulations@lit.edu. You may also visit the online resource at [Special Populations - Lamar Institute of Technology \(lit.edu\)](#).

STUDENT CODE OF CONDUCT STATEMENT

It is the responsibility of all registered Lamar Institute of Technology students to access, read, understand and abide by all published policies, regulations, and procedures listed in the *LIT Catalog and Student Handbook*. The *LIT Catalog and Student Handbook* may be accessed at www.lit.edu. Please note that the online version of the *LIT Catalog and Student Handbook* supersedes all other versions of the same document.

STARFISH

LIT utilizes an early alert system called Starfish. Throughout the semester, you may receive emails from Starfish regarding your course grades, attendance, or academic performance. Faculty members record student attendance, raise flags and kudos to express concern or give praise, and you can make an appointment with faculty and staff all through the Starfish home page. You can also login to Blackboard or MyLIT and click on the Starfish link to view academic alerts and detailed information. It is the responsibility of the student to pay attention to these emails and information in Starfish and consider taking the recommended actions. Starfish is used to help you be a successful student at LIT.

ADDITIONAL COURSE POLICIES/INFORMATION

ANNOUNCEMENTS

I will typically post announcements weekly, usually on Sunday afternoons. These announcements indicate upcoming due dates and notes which will be important to your success in this course. You should carefully read these announcements every week.

PROFESSIONAL COMMUNICATION

My preferred method of communication is through email at yshin@lit.edu.

Students must use appropriate e-mail etiquette when corresponding with their instructor. This involves writing emails in a "letter" format as opposed to "text chat" format.

Alternatively, you may contact me on my office number **409-247-5296**. You will likely be directed to voicemail. Please leave a message with your Name, Your Course Number (ex: BUSI 1301 – 2A1), and the main reason(s) you are calling me. I will assume you are a spam call if you do not leave me a message and I will not return your call without this information.

USE OF INSTRUCTIONAL MATERIALS

Instructional materials, such as Powerpoint Presentations, Instructional Videos, etc. are provided in Blackboard for each chapter. These will be useful in understanding and reinforcing concepts as they are presented in class. Content folders are scheduled to unlock/grant access throughout the semester to ensure synchronous learning.

DUE DATES

All assignments will have their due dates posted in the announcements at the beginning of the week. Typically, all assignments are due on Sundays until 11:59 CST

PM.

DISCUSSION AND CHAPTER QUIZZES & HOMEWORK

Discussion questions are posted as needed under Assignment folder.

Chapter Reading Quizzes are typically 10-question Multiple-Choice, True-False, and Short-Answer assignments designed to ensure that you are reading the text at an appropriate and responsible pace. You will be given 60 minutes to complete each of your Chapter Reading Quizzes. You will be given two opportunities to submit each Chapter Reading Quiz to me. The final grade for each Chapter Reading Quiz will either be the average of the two "raw scores" or the "raw score" from a single submission.

Chapter Homework assignments are typically 20-25 question Multiple-Choice assessments designed to ensure that you have read, watched, or listened to the necessary content aligned with each chapter. You will be given 60 minutes to complete each of your Chapter Homework assessments. You will be given two opportunities to submit each Chapter Homework assessment to me. The final grade for each Chapter Homework assessment will either be the average of the two "raw scores" or the "raw score" from a single submission.

EXAMS

Exams will be provided within a Blackboard examination window. The exams will be timed and are typically limited to 75 minutes with 50 questions. Make-up exams will not be given. Missed exams will receive a score of zero. Your exam will be graded immediately by Blackboard. Feedback on specific exam questions will be given 24 hours after the exam has permanently closed.

You must work alone while taking the exam. Cheating on exams is not acceptable and will be subject to violations of the Academic Dishonesty Policy. Academic Dishonesty will result in a zero on any assignment; a second incidence of academic dishonesty will be handled at the discretion of the Department Chair.

EXTRA CREDIT

All opportunities for extra credit will be announced in advance. DO NOT ask for additional opportunities!

MISCELLANEOUS

Reliable Internet access is required for all online courses and many traditional

courses. Computer failure and lack of internet access are not acceptable excuses for missed assignments, projects, quizzes, or exams. A lack of preparation on your part does not constitute an emergency on my part. Do not postpone completion of assignments until the last minute.

You are expected to attend class as a professional student. This means you are to demonstrate proper hygiene, dress appropriately, and conduct yourself in a professional manner. Disrespect or insubordination will not be tolerated and will result in dismissal from class.

I will not discuss your academic progress over the phone. I will not answer emails past 6:30pm (1830) each day and I will not answer emails over the weekend (Friday at 1700 until Sunday at 1500).

It is the responsibility of the student to properly withdraw from the course. The withdraw process will not be initiated by the instructor. It is my policy to NOT give Incompletes as a final course grade.

I reserve the right, as the instructor to change, alter, omit, or add to the tentative course outline and calendar. This course continues to be a "work in progress". Assignments, due dates, etc. can change.