

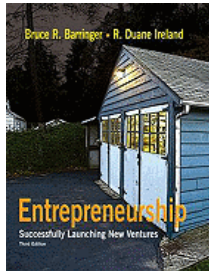
BUSINESS 1161
Entrepreneurship

This is an information sheet only, not the course syllabus.

COURSE DESCRIPTION

Exploration of the start-up of small businesses and franchises. Essential business ownership primarily focusing on the marketing aspects of entrepreneurship. Product ideas, product development, and patents. Copyright and trademarks. Introduction to startup financing and business planning. (3 credit hours)

COURSE MATERIALS



Entrepreneurship – Successfully Launching New Ventures
 by Bruce R. Barringer and R. Duane Ireland, 3rd Edition, 2010
ISBN 13 digit: 9780136083535

COURSE ACTIVITES/EVALUATION

Unit	Chapters	Assignments	Test
1	1, 2, 3, 4	1, 2, 3, 4	1
2	5, 6, 7, 8	5, 6, 7, 8	2
3	9, 10, 11, 12	9, 10,11, 12	3
4	13, 14, 15	13, 14, 15	4

GRADING

4 Tests at 100 points each (Combination T/F, Multiple Choice and essay)	400 points
10 Individual Assignments at 34 points and 5 at 32 points each	500points
Business Plan	100 points
Total	1,000 points

Grade	Points
A	1,000 - 900
B	899-800
C	799-700
D	699-600
F	599 and below

SATISFACTORY/FAIL OPTION

The S/F grade option is available to students in this course. Contact the instructor or refer to the syllabus for details and conditions.

INCOMPLETE GRADE POLICY

If you may find that you are unable to complete the course by the end of the semester for some unavoidable reason you may request an Incomplete grade. Incomplete grades will only be given for extreme situations. Contact the instructor or refer to the course syllabus for details.