

ECBA 309: Entrepreneurship

Prerequisite(s): None

Credits: 3



I. Course Description

This course will concentrate on developing all aspects of a small business or entrepreneurship with an emphasis on the entrepreneurial spirit in various businesses and not-for-profit associations.

II. Course Objectives

1. Develop a business plan to include individual components identified by the professor and discussed in the online text.
2. Outline the individual parts of a business plan and explain how each might be used to develop a business.
3. Enhance your knowledge about what it means to be an entrepreneur.
4. Develop an understanding about the major principles and philosophies associated with developing and building your own business.
5. Develop an understanding about how to finance a business.
6. Develop an understanding about the importance of an exit strategy.
7. Develop an understanding about the roles that business owners may play in the management and development of their business.
8. Develop an understanding about the extent to which management of a business is often an extension of you.
9. Discuss and develop some appreciation for the complexities of any small business (including not-for-profits) and the level of dedication it might take to make it a success.

III. Course Textbooks and Reading Materials

*Students must purchase in advance texts and/or materials for this course.

Entrepreneurship and Effective Small Business Management, 11th Edition

Norman Scarborough and Jeffrey Cornwall

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IV. Weekly Information

Module One – Week 1

The Rewards and Challenges of Entrepreneurship

Objectives

At the end of this Module, you should be able to:

- 1.1 Define the role of the entrepreneur in the U.S. economy
- 1.2 Explain how entrepreneurs spot business opportunities
- 1.3 Explain how to establish and maintain high ethical standards
- 1.4 Define social responsibility
- 1.5 Explain the differences among creativity, innovation, and entrepreneurship
- 1.6 Identify the importance of strategic management to a small business
- 1.7 Identify the importance of controls such as the balanced scorecard in the planning process

Reading

Chapter 1: Entrepreneurs: The Driving Force Behind Small Business, pp 1 – 36

Chapter 2: Ethics and Social Responsibility: Doing the Right Thing, pp 37 – 70

Chapter 3: Creativity and Innovation: Keys to Entrepreneurial Success, pp 71 – 104

Chapter 4: Strategic Management and the Entrepreneur, pp 105 - 132

Lecture

Chapters 1, 2, 3 & 4

Deliverables

Discussion: Introduction

Discussion: Entrepreneurship

Written Assignment: Strategic Management Process

Test: 25 question multiple-choice questions for Chapters 1, 2, 3, & 4

Module Two – Week 2

Launching a Venture: Entry Strategies

Objectives

At the end of this Module, you should be able to:

- 2.1 Discuss the issues that entrepreneurs should consider when evaluating different forms of ownership
- 2.2 Describe each form of ownership and the advantages and disadvantages
- 2.3 Explain the importance of franchising in the U.S. and global economy
- 2.4 Describe the different types of franchising
- 2.5 Identify the advantages and disadvantages of buying an existing business
- 2.6 Present the steps involved in conducting a feasibility analysis
- 2.7 Explain the benefits of building an effective business plan

Reading

Chapter 5: Choosing a Form of Ownership, pp 137 – 164

Chapter 6: Franchising and the Entrepreneur, pp 165 – 200

Chapter 7: Buying an Existing Business, pp 201 – 234

Chapter 8: New Business Planning Process: Feasibility Analysis, Business Modeling, and Crafting a Winning Business Plan, pp 235 - 271

Lecture

Chapters 5, 6, 7, & 8

Deliverables

Discussion: Purchase or Start From Scratch?

Written Assignment: Entry Strategies

Test: 25 question multiple-choice questions for Chapters 5, 6, 7, & 8

Module Three – Week 3**Building a Marketing Plan****Objectives**

At the end of this Module, you should be able to:

- 3.1** Describe the components of a bootstrap marketing plan and explain the benefits of preparing one
- 3.2** Explain how small businesses can pinpoint their target markets
- 3.3** Define your company's unique selling proposition
- 3.4** Explain the differences among promotion, publicity, personal selling, and advertising
- 3.5** Explain why pricing is both an art and a science
- 3.6** Discuss the relationships among pricing, image, competition, and value

Reading

Chapter 9: Building a Bootstrap Marketing Plan, pp 273 – 304

Chapter 10: Creative Use of Advertising and Promotion, pp 305 – 342

Chapter 11: Pricing and Credit Strategies, pp 343 – 374

Lecture

Chapters 9, 10, & 11

Deliverables

Discussion: Pricing, Image and Competition

Written Assignment: Business Seasonality

Test: 25 question multiple-choice questions for Chapters 9, 10, & 11

Module Four – Week 4

Global Marketing and E-Commerce Strategies

Objectives

At the end of this Module, you should be able to:

- 4.1 Explain why “going global” has become an integral part of many small companies’ strategies
- 4.2 Describe the nine principle strategies small businesses can use to go global
- 4.3 Explain how to build a successful export program
- 4.4 Identify the factors an entrepreneur should consider before launching into e-commerce
- 4.5 Explain the 10 myths of e-commerce and how to avoid falling victim to them
- 4.6 Summarize the techniques of designing a killer Web site

Reading

Chapter 12: Global Marketing Strategies, pp 375 – 412

Chapter 13: E-Commerce and Entrepreneurship, pp 413 - 452

Lecture

Chapters 12 & 13

Deliverables

Discussion: Going Global

Written Assignment: Social Media

Test: 25 question multiple-choice questions for Chapters 12 & 13

Module Five – Week 5

Building a Financial Plan

Objectives

At the end of this Module, you should be able to:

- 5.1 Identify the importance of preparing a financial plan
- 5.2 Examine the basic financial statements through ratio analysis
- 5.3 Differentiate between cash and profits
- 5.4 Explain the importance of cash management
- 5.5 Explain the differences between the two types of capital small businesses require:
fixed and working
- 5.6 Discuss the various sources of debt capital and the advantages and disadvantages of each

Reading

Chapter 14: Creating a Solid Financial Plan, pp 453 – 488

Chapter 15: Managing Cash Flow, pp 489 – 522

Chapter 16: Sources of Equity Financing, pp 523 – 550

Chapter 17: Sources of Debt Financing, pp 551 – 580

Lecture

Chapters 14, 15, 16, & 17

Deliverables

Discussion: Cash Flow

Written Assignment: Equity Investors

Test: 25 question multiple-choice questions for Chapters 14, 15, 16, & 17

Module Six – Week 6

Building an Operating Plan

Objectives

At the end of this Module, you should be able to:

- 6.1 Explain the stages in the location decision
- 6.2 Describe the location criteria for retail and service businesses
- 6.3 Outline the components of a purchasing plan
- 6.4 Explain the principles of total quality management, Lean, 5S, and Six Sigma and their impact on quality.
- 6.5 Explain the various inventory control systems and the advantages and disadvantages of each

Reading

Chapter 18: Location, Layout, and Physical Facilities, pp 581 – 626

Chapter 19: Supply Chain Management, pp 627 – 666

Chapter 20: Managing Inventory, pp 667 - 702

Lecture

Chapters 18, 19, & 20

Deliverables

Discussion: Inventory Management

Written Assignment: Business Expansion

Test: 25 question multiple-choice questions for Chapters 18, 19, 20

Module Seven – Week 7

Staffing and Leading a Growing Company

Objectives

At the end of this Module, you should be able to:

- 7.1 Explain the challenges involved in the entrepreneur's role as leader and what it takes to become a successful leader
- 7.2 Describe the importance of hiring the right employees and how to avoid making mistakes
- 7.3 Identify the potential barriers to effective communication and describe how to overcome them
- 7.4 Discuss the ways in which entrepreneurs can motivate their employees to achieve higher levels of performance

Reading

Chapter 21: Staffing and Leading a Growing Company, pp 703 – 740

Chapter 22: Management Succession and Risk Management Strategies in the Family Business, pp 741 - 780

Chapter 23: Entrepreneurship and Effective Small Business Management, pp 781 - 816

Lecture

Chapter 21, 22, & 23

Deliverables

Small Business HR Management

Written Assignment: Employee Benefit Considerations

Test: 25 multiple-choice questions from Chapter 21, 22, & 23

V. Course Information and Grading

Course Requirements (Weekly)

Each Module will be based on the inclusion and grading of the following segments: Discussion Boards, Assignments/ Case Studies/ Projects.

Class Discussions

Successful online learning requires active and meaningful participation in the Discussion Board Forum. Critical thinking, appropriate use of judgment and professional comments are required for all responses. Simple agreement or disagreement with a fellow student does not constitute a quality response. Student opinions are important but must be supported by relevant data obtained in the literature or text.

1. One initial discussion board post is due by the fourth day (Thursday @ 11:59 pm) of each weekly module and two response posts are due by the last day (Sunday @ 11:59 pm) of each weekly module.
 - a. Undergraduate Word Count Requirements:
 - i. Initial post must be >200 words
 - ii. Responses must be >150 words
 - b. Graduate Word Count Requirements:
 - i. Initial post must be >250 words
 - ii. Responses must be >200 words
2. Participation – Students must meet initial and response post deadlines to be eligible for full points. Late initial posts may be accepted with a 33% reduction in the overall score assessed for each day late. Two response posts are required. If only one is received, then the overall score will be reduced by 25%. If no response posts are received, then the overall score will be reduced by 50%.
3. Students should be respectful and write in a proper and professional manner.

Please refer to the Discussion Board Rubric located within course syllabus for specific requirements and guidance on delivering a substantial discussion.

Late and Make-up Assignments

All deliverables are due by 11:59 PM on the due dates indicated. When substantive emergencies occur, acceptance of late submissions is left to the discretion of the course instructor.

Assignments that are submitted after the due date with prior written approval (text or email) from the instructor may receive the following deductions:

1. Late assignments are subject to a deduction of 10% of the available points for each day late.
2. Assignments submitted later than one week after due date will not be accepted and will receive a zero (0).
3. No work may be submitted after the last day of the course.
4. See Class Discussions for late discussion post policy.

Written Work

- All graded assignments must be typewritten, as designated by the professor of record for the course.
- All referenced materials must be presented according to the Publication Manual of the American Psychological Association (APA), based on the most current published edition. (current, 7th edition) (Except for English courses that specify use of MLA format.)
- All required written assignments are due on the last night of each lesson week at 11:59pm EST. This information is included in the course scheduler and calendar of every course.
- All written and graded assignments are considered the property of the College of Adult and Professional Studies and should be returned to the appropriate professor of record for the related course.
- SafeAssign may be used to check for plagiarism.

Grading Scale and Assigned Letter Grades

Charleston Southern Online Undergraduate classes follow the following numerical and letter grading scale. Grades will be posted by the Sunday night following the closing of the Module. No grades will be given to students over the phone.

- A: 900 - 1,000 points
- B+: 870 - 899 points
- B: 800 - 869 points
- C+: 770 - 799 points
- C: 700 - 769 points
- D: 600 - 699 points
- F: 0 - 599 points