Course Syllabus
Walla Walla Community College

BUS-110: Introduction to Business for Entrepreneurs

Required:
Center: Clarkston Campus, Room 118 (Tuesdays and Thursdays)
Term: Fall 2014 (09/22/14-10/19/14)
Time: 5:30 p.m. to 7:30 p.m.

Required (one lab hour session per week):
Center: Clarkston Campus, Room 122 or “The Vision Lab” (Wednesdays)
Term: Fall 2014 (09/22/14-10/19/14)
Time: 5:30 p.m. to 7:30 p.m. or by a pre-arranged appointment

Instructor:
Jennifer DeJean
Office: 119
Phone: 509-758-1715
E-mail: jennifer.dejean@wwcc.edu

Instructor Availability:
I will be available daily, Monday to Friday, to assist you with any course-related questions or concerns. Please do not hesitate to visit my office or to contact me either by phone or by e-mail.
Office Hours: Monday to Friday, 3:00 p.m. to 4:00 p.m., or by appointment.

Resources:
Textbook:
Title: NxLevel Guide for Entrepreneurs
Author(s): Wold, David; Kearney, Brandan; Sargent, Dennis; and Sargent, Martha
Publisher: NxLevel Education Association
Date: 2009

Workbook:
Title: NxLevel Business Plan Workbook
Author(s): Horn, Robert; Sargent, Dennis, and Gault, George
Publisher: NxLevel Education Association
Date: 2009
Other:
Microsoft Office – Word, Excel, and PowerPoint (use of the software is available in the computer lab, or the student version of the software is available for purchase in the campus bookstore).

Course Prerequisites:
Instructor Permission

Course Description:
This course provides an overview of business, focusing on the world of business today within the context of our global society. Basic principles and concepts include: business models; entrepreneurship; and functional areas of business, management, organizational structure, human resources, marketing, information systems, finance, ethics and social responsibility, as well as emerging business topics. Key themes woven throughout the course include exploration of career options and development of business problem-solving skills. The course is taught in the context of a Business Plan and Entrepreneurial project. Students will be in a cohort group and the course will be tightly integrated with the other Entrepreneurial coursework required for the certificate.
Course Objectives:
1. Identify and compare a variety of business models, evaluate these in the context of the business environment.
2. Describe the functional areas of business and how they interrelate.
3. Analyze and explain the major internal and external challenges faced by companies moving to a global environment.
4. Explain the key functions of management.
5. Apply an understanding of the market, (Market Mix: product, price, place and promotion), brand, and product (development, technology adoption cycle, product life cycle) to a marketing project.
6. Describe the key functions of banks and understand the role of interest rates and credit analysis.
8. Demonstrate business problem-solving skills.

Classroom Rules:

Professionalism:
It is expected that each student will conduct oneself in the upmost professional manner. This includes not using foul or derogatory language in the classroom, speaking with the instructor individually if there is a question or concern, and adhering to the other outlined classroom rules.

Attendance, Tardiness, and Absenteeism:
Attendance is expected and highly encouraged for successful completion of the course. Punctuality is expected. Please do not be late to class because it disrupts your fellow students’ learning and your Instructor’s teaching. Attendance is an evaluation item in this course.

Cell Phone or other Electronic Devices:
Cell phones or other electronic devices unrelated to the class are not allowed during class time. Please turn off all devices and be respectful to those around you. Disruption from electronic devices will be evaluated under attendance and participation for this course.

Cheating:
Cheating will not be tolerated. Please refer to Walla Walla Community College’s Student Code of Conduct for all policies regarding academic integrity. The college’s policy will be followed and adhered to within class, which (depending on the circumstances) may result in the student receiving a warning and a lowered grade; receiving a failing grade for the course; being dropped from the course; being recommended for suspension or dismissal from the College; or the case being referred to civil action.
**Assistance:**
Please contact Carol Bennett in Student Services if you have a learning disability and need assistance.

**Gifts:**
Per the Washington State Code of Ethics policy, an Instructor cannot accept a gift from a student.

**Final Grade Calculation:**

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Percentage of Grade</th>
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</thead>
<tbody>
<tr>
<td>Attendance and Participation</td>
<td>25%</td>
</tr>
<tr>
<td>Homework</td>
<td>25%</td>
</tr>
<tr>
<td>Quizzes</td>
<td>10%</td>
</tr>
<tr>
<td>Project</td>
<td>40%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Attendance and Participation (25%):**

**In-Class Attendance and Participation:**
Disruptive behavior in class will result in a reduction in your attendance and participation grade. By being disruptive in class, it interrupts the learning environment for others. As such, disruptive behavior by a student will be counted as a reduction in points for the day, based on severity. Disruptive behavior may include, but is not limited to, talking with other classmates when the Instructor or a guest is speaking, using your cell phone or other electronic devices, etc.

**Online Attendance and Participation:**
Attendance and participation will be measured on-line based on your input provided in the Discussion Board. It is expected that you contribute in the Discussion Board by answering the question(s) at hand, and then respond to two other students by Sunday for the same discussion questions. Otherwise, you will be counted as absent.

In order to receive full credit, you must have thorough responses, including proper spelling, grammar and punctuation, both to the questions and to the comments of the other students. Note: A comment to another student must be more than a one-sentence response such as "I agree!" I will throw out your lowest attendance score.

**Homework: Deliverables (25%):**
Homework will consist of problems, research, written work, and other related requirements to have completed by the assigned due date. Homework will not be accepted late. I will throw out your lowest score of these assignments.
**Quizzes (10%)**:  
Each week you will have an opportunity to test your knowledge of the concepts learned by taking an online quiz. The quiz will have an open-book and open-note format. You will have one hour to complete each quiz. Once you begin the quiz, it must be completed. You will not have an opportunity to resume it later. **Quizzes will not be accepted late. I will throw out your lowest score.**

**Project (40%)**:  
You will be given a final project to complete. Details regarding the project will be provided to you in class.

**Grading**:  
Your final grade will be calculated by the weighted average score of all grades in each weighted category discussed above and it will be assigned a letter grade dependent on the overall percentage as outlined below:

<table>
<thead>
<tr>
<th>%</th>
<th>Letter Grade</th>
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<tbody>
<tr>
<td>94-100</td>
<td>A</td>
</tr>
<tr>
<td>90-93</td>
<td>A-</td>
</tr>
<tr>
<td>87-89</td>
<td>B+</td>
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<tr>
<td>84-86</td>
<td>B</td>
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<tr>
<td>80-83</td>
<td>B-</td>
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<td>77-79</td>
<td>C+</td>
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<tr>
<td>74-76</td>
<td>C</td>
</tr>
<tr>
<td>70-73</td>
<td>C-</td>
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<tr>
<td>67-69</td>
<td>D+</td>
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<tr>
<td>60-66</td>
<td>D</td>
</tr>
<tr>
<td>Below 60</td>
<td>F</td>
</tr>
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</table>