

CLASS NUMBER AND NAME:

**MNN230B—ENTREPRENEURSHIP:
FINANCING AND MARKETING A BUSINESS**

TOTAL CLOCK HOURS/UNITS: 24 HOURS/2 UNITS

PREREQUISITES:

MNN230A—Entrepreneurship: Creating a Business

ACN160A—Fundamentals of Accounting I A

TEXTS AND MATERIALS:

BUSN9, Kelly and Williams, South-Western, Cengage Learning, 2017.
(ISBN 978-1-305-66391-6)

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CLASS DESCRIPTION:

This class is designed to teach students the basics of professional financing options in the creation of a business. Special emphasis is placed on the pivotal role of marketing, including product, promotion, distribution, and pricing.

CLASS OBJECTIVES:

After completing this course, the student should have a fundamental understanding of the skills and personal characteristics necessary to meet the high standards of top-level managers in business.

CLASS FORMAT OVERVIEW:

Since lecture, in-class assignments, and team assignments are the main means of instruction in this class, students are expected to be present every day to participate in class discussion, to participate in team activities, and to communicate with team members and the instructor in a timely, professional manner.

If a student's attendance falls below 80 percent, the class must be rescheduled. At all times, it will be up to the student to learn of any work assigned while he or she was absent. In-class assignments are given periodically and may not be made up.

REQUIREMENTS:

Time spent in preparation for or reflection on course lecture will approximate two hours outside of class for each lecture credit hour utilized by the instructor in delivery of the material and ¼ hour outside of class for each hour of structured lab time.

ATTENDANCE:

It is critical to the student's success to attend class every day. If a student's overall attendance drops below 80 percent, he or she will be asked to drop the course and restart.

TESTING:

Quizzes will cover the chapters in the textbook.

GRADING POLICIES:

The following grading policies will apply:

1. The quizzes and weekly presentations are 60 percent of the final grade.
2. The small business plan project and presentation are 20 percent of

the final grade.

3. The final project participation and presentation are 20 percent of the final grade.

Late Assignment(s): Late assignments will not be accepted.

FINAL GRADE:

The final grade will be the result of all work completed and will be calculated as follows:

90 - 100%	A
80 - 89%	B
70 - 79%	C
60 - 69%	D
Below 60%	F

CLASS SCHEDULE AND ASSIGNMENTS:

The schedule for this class is outlined at the end of this syllabus.

ANTICIPATED LEARNING OUTCOMES:

Upon completing this course, the student will demonstrate the ability to:

1. Define accounting and how accounting information is used by a variety of stakeholders.
2. Identify the goal of financial management and explain the issues financial managers confront as they seek to achieve this goal.
3. Convey the importance of financial markets in the US economy and identify the key players in these markets.
4. Describe the objectives, the process, and the scope of marketing.
5. Explain product and product classifications.
6. Define distribution and differentiate between channels of distribution and physical distribution.

Entrepreneurship – Financing and Marketing A Business

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Week 1	Chapter 8 <u>Accounting:</u> Decision Making by the Numbers Read the Chapter	Video and Collaborative Assignments	Chapter 9 <u>Finance:</u> Acquiring and Using Funds to Maximize Value Read the Chapter	Present Weekly Article
	Read the Chapters Take Interactive Quizzes and Basic Knowledge Quizzes online			
Week 2	Chapter 10 <u>Financial Markets:</u> Allocating Financial Resources Read the Chapter	Video and Collaborative Assignments	Video Case YouTube Videos Collaborative Assignment	Present Weekly Article
	Read the Chapters Take Interactive Quiz and Basic Knowledge Quiz online			
Week 3	Chapter 11 <u>Marketing:</u> Building Profitable Customer Connections Read the Chapter	Video and Collaborative Assignments	Video Case YouTube Videos Collaborative Assignment	Present Weekly Article
	Read the Chapters and begin Small Business Plan Take Interactive Quiz and Basic Knowledge Quiz online			

Week 4	Chapter 12 <u>Product and Promotion:</u> Creating and Communicating Value	Video and Collaborative Assignments	Video Case YouTube Videos Collaborative Assignment	Present Weekly Article
	Read the Chapter Take Interactive Quiz and Basic Knowledge Quiz online			
Week 5	Chapter 13 <u>Distribution and Pricing:</u> Right Product, Right Person, Right Place, Right Price Read the Chapter	Video and Collaborative Assignments	Video Case YouTube Videos Collaborative Assignment	Present Weekly Article
	Read the Chapter Take Interactive Quiz and Basic Knowledge Quiz online			
Week 6	Small Business Plan and Projects	Small Business Plan and Projects	Final Project Presentation	Plan Presentations
	Submit and present Final Project and Business Plan			

The instructor may alter this schedule to meet the learning objectives of the course.