



**CLASS NUMBER AND NAME: MNN230A—ENTREPRENEURSHIP:  
CREATING A BUSINESS**

**TOTAL CLOCK HOURS/UNITS: 24 HOURS/2 UNITS**

**PREREQUISITES:** GBN132C—Administration: Project Management or ACN160D—Fundamentals of Accounting ID

**TEXTS AND MATERIALS:** *BUSN11*, Kelly and Williams, Cengage Learning, Inc., 2019.  
(ISBN 978-1-337-40717-5)

ProQuest eLibrary, USB Drive (optional), Headphones, 1.5 inch binder

**CLASS DESCRIPTION:** This class covers the basics of the business environment and the steps necessary to create a business. Global business and start-up procedures are incorporated in the development of a small business plan.

**CLASS OBJECTIVES:** After completing this course, the student should have a fundamental understanding of the necessary components required for a small business startup.

**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 assignments are 60 percent of the final grade.
2. The small business plan final project and presentation are 20 percent of the final grade.
3. The student's final project participation and presentation are 20 percent of the final grade.

**LATE ASSIGNMENTS:**

NO 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:**

A class schedule is attached to this syllabus.

**ANTICIPATED LEARNING OUTCOMES:**

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

1. Define business and discuss the role of business in the economy.
2. Define economics and discuss the global economic crises.
3. Discuss business opportunities in the world economy.
4. Define ethics and explain the concept of universal ethical standards.
5. Explain the importance of excellent business communication.
6. Describe the characteristics of the four basic forms of business ownership.
7. Describe the entrepreneurial mindset and characteristics.

# MN230A Schedule

## Entrepreneurship: Creating a Business

|  |  |   |   |
|--|--|---|---|
| <p><b>Chapter 1</b><br/>Business Now:<br/>Change is the<br/>Only<br/>Constant</p> <p>Read the Chapter<br/>Questions 1</p>  | <p>Video Case<br/>YouTube Videos</p> <p>Begin creating<br/>business plan</p> | <p><b>Chapter 2</b><br/>Economics: The<br/>Framework for<br/>Business</p> <p>Read the Chapter<br/>Questions 2</p>                                       | <p>Student<br/>Presentations/Activities</p> |
| <p><b>Chapter 3</b><br/>The World<br/>Marketplace:<br/>Business Without<br/>Borders</p> <p><b>Questions 1 &amp; 2<br/>due</b></p> <p>Read the Chapter<br/>Questions 3</p>                              | <p>Video Case<br/>YouTube Videos</p>   | <p><b>Chapter 4</b><br/>Business Ethics<br/>and Social<br/>Responsibility:<br/>Doing Well by<br/>Doing Good</p> <p>Read the Chapter<br/>Questions 4</p> | <p>Student<br/>Presentations/Activities</p> |
| <p><b>Chapter 5</b><br/>Business<br/>Communication:<br/>Creating and<br/>Delivering<br/>Messages that<br/>Matter</p> <p><b>Questions 3 &amp; 4<br/>due</b></p> <p>Read the Chapter<br/>Questions 5</p> | <p>Video Case<br/>YouTube Videos</p>   | <p>In-class<br/>Collaborative<br/>Activities</p>  | <p>Student<br/>Presentations/Activities</p> |

|  |                              |   |   |
|--|------------------------------|---|---|
| <b>Chapter 6</b><br>The World Marketplace:<br>Business Without Borders   | Video Case<br>YouTube Videos | In-class<br>Collaborative<br>Activities | Student<br>Presentations/Activities     |
| <b>Questions 1 &amp; 2 due</b><br>Read the Chapter Questions 3   |                              |   |   |
| <b>Chapter 7</b><br>The World Marketplace:<br>Business Without Borders<br><br><b>Questions 1 &amp; 2 due</b><br>Read the Chapter Questions 7 | Video Case<br>YouTube Videos | In-class<br>Collaborative<br>Activities | Student<br>Presentations/Activities     |
| Lab for final presentation<br><b>Questions 7 due</b>   | Lab for final presentation   | Lab for final presentation              | Present Part 1 of your<br>Business Plan |