

**Department of Business:**  
**Course Outline for MKT 2327**  
**Entrepreneurship - 3 Credits/3 Hours a week**

**Pre-requisites & Co-requisites:** MKT 1210 & MKT 1214.

**Recommended Textbook(s) & Supplemental Material(s):** Entrepreneurship: Starting and Operating a Small Business, by Mariotti & Glackin. Publisher: Pearson.

**Course Description/Overview:** This course will provide students with an analysis of what an entrepreneur must accomplish in today's competitive business environment in order to achieve financial and personal success. The course is designed to use practical case studies to achieve this goal.

**Learning Objectives - Course Specific:**

- To learn how supply chains work within companies – from the manufacturing of products to its distribution and final consumer
- To understand the importance of supply chain management in successful business operations
- To learn how companies use supply change management strategies to give them competitive advantages

**Learning Objectives - General Education:** Generate, evaluate, and organize material for effective oral presentation. Apply basic principles of rhetorical communication, especially those related to analyzing audience and purpose. Speak clearly and project the voice sufficiently, employing appropriate verbal and nonverbal strategies. Lead and participate effectively in group discussions. Effectively organize, manage, and present data, using contemporary software applications such as spreadsheets, word processing, databases, and electronic presentation software. Locate, evaluate, and synthesize primary and secondary sources into presentations without falling into plagiarism. Construct logical and persuasive arguments.

**Student Learning Outcomes – Course Specific:** Upon successfully completing this course, students will understand how entrepreneurs can use market conditions to their advantage to achieve profit in a free market economy. Upon completion of this course, students should be confident in using marketing and computational techniques to analyze realistic business trends and opportunities and be enabled to take advantage of market conditions.

**Student Learning Outcomes – General Education:** Acquire tools for lifelong learning—how to learn, how they learn, knowledge of resources. Communicate in diverse settings and groups,



using written (both reading and writing), oral (both speaking and listening), and visual means. Gather, interpret, evaluate, and apply information discerningly from a variety of sources. Demonstrate Intellectual honesty and personal responsibility. Demonstrate proficiencies and capacities in dealing with a diverse society. Show ability to contribute actively by applying knowledge to the identification and analysis of professional problems to enact solutions. Demonstrate intellectual agility and the ability to manage change.

**CUNY’s Academic Integrity Policy:** *Academic dishonesty is prohibited in The City University of New York.* Penalties for academic dishonesty include academic sanctions, such as failing or otherwise reduced grades, and/or disciplinary sanctions, including suspension, or expulsion.

**Cheating** is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise.

**Plagiarism** is the act of presenting another person’s ideas, research or writings as your own. The following are some examples of plagiarism, but by no means is it an exhaustive list:

**Internet Plagiarism** includes submitting downloaded term papers or parts of term papers, paraphrasing or copying information from the internet without citing the source, and “cutting and pasting” from various sources without proper attribution.

For a more detailed explanation, you can find the full Academic Integrity Policy here:

[http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY\\_ACADEMIC\\_INTEGRITY\\_6-2011.pdf](http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY_ACADEMIC_INTEGRITY_6-2011.pdf)

**Grading Policy:**

1.	Midterm Exam	25%
2.	Class Participation	25%
3.	Business Plan	25%
4.	Final Exam	25%
		100%

**Grading System:**

All grades will be based in proportion to the following scale:

A	=	93 - 100
A-	=	90 - 92.9
B+	=	87 - 89.9
B	=	83 - 86.9
B-	=	80 - 82.9
C+	=	77 - 79.9
C	=	70 - 76.9
D	=	60 - 69.9
F	=	59.9 and below

**Assessment Methods:** Midterm, Business Plan, Final Exam.

**Course Technology:** Blackboard.



**Class Schedule:**

<u>Week</u>	<u>Subject</u>	<u>Chapter</u>
	1. Entrepreneurs Recognize Opportunities	Chapter 1
	2. Creating Business Opportunities	Chapter 2
	3. What is Marketing?	Chapter 3
	4. Developing the Right Market Mix	Chapter 4
	5. Smart Selling and Effective Customer Service	Chapter 5
	6. Tracking Fixed and Variable Costs	Chapter 6
	7. Using an Income Statement to Guide a Business	Chapter 7
	8. Review and Midterm	
	9. Financing Strategy: Debt or Equity?	Chapter 8
	10. Cash Flow: The Lifeblood of a Business	Chapter 9
	11. Writing a Business Plan	Appendix 1 &2
	12. Choosing Legal Structures and Distribution Channels	Chapter 10
	13. Effective Leadership: Managing Resources and Employees	Chapter 11
	14. Investing For a Secure Future	Chapter 12
	15. Review and Final Exam	