

Entrepreneurship- Fall 2015
MK2327- Section E092-39103
Mr. John DelloRusso, MBA
Instructor

Class Hours- Monday and Wednesday – 6:00 PM – 7:15PM
Room- Midway 301

Required Textbook- *Entrepreneurship: Starting and Operating a Small Business* by Steve Mariotti

Supplemental Materials: www.wallstreetjournal.com
www.businessweek.com

Office hours- Wednesday 5:00-6:00PM (by appointment)

Contact by e-mail- JDR2020@aol.com

Course 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.

Course Objectives- 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 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.

Course Expectations, Preparation and Participation- Each student will be expected to complete the assigned readings and exercises. Also, students should attend every class and actively participate in classroom discussions.

Attendance Policy- The college catalog states students must not be absent "no more than 10% of class time." This amounts to two absences. Failure to complete homework assignments, excessive tardiness or lack of class participation will result in subtraction of points from students final grade. There are no make-up exams.

Class rules

1. Students are expected to conduct themselves in a responsible and professional manner.
2. Food, I-Pods or cell phones are not permitted in class.
3. No headphones permitted at any time.

4. Each unexcused absence will result in a one-point deduction from class participation grade. Each unexcused late arrival or early departure will result in ½ point deduction from class participation grade.
5. Students may not leave during an exam. **There are no make-up exams.**
6. Please feel free to ask questions during class, not during an exam.

Academic Integrity

Plagiarism or cheating will result in a failing grade. Please refer to the Student Handbook for definitions of these academic violations.

Grading: Final Term Grades will be based on the following criteria:

1.	Mid Term Exam	25%
2.	Class participation/attendance	25%
3.	Business Plan	25%
4.	Final Exam	25%

Note: There are no make-up assignments to replace a missed quiz or exam.

Class Schedule

Week	Subject	Text
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 Mid-Term	
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**

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