

**AMBERTON UNIVERSITY e-COURSE  
SYLLABUS**

**BUS4425.E1 Entrepreneurship  
Winter 2021**

**PROFESSOR INFORMATION:**

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**COURSE INFORMATION:**

**BUS4425.E1 Entrepreneurship**

Level: Undergraduate

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Beginning Date of Session: Saturday, December 5, 2020

Ending Date of Session: Thursday, February 25, 2021

**Student access available to the Student Portal: Saturday, December 5, 2020**

**Winter Holiday Break:**

**Friday, December 18<sup>th</sup>, 2020 through Friday, January 1<sup>st</sup>, 2021  
(Classes resume on Saturday, January 2<sup>nd</sup>, 2021)**

*Students enrolled in distance learning courses are not assessed any additional fees for security or identity verification.*

**COURSE PREREQUISITES:**

None

**TEXTBOOK(S) AND REQUIRED MATERIALS:**

Title: Business Foundations: A Changing World

Author: Ferrell, Hirt, & Ferrell

Publisher: McGraw – Hill

Year Published: 2018

Edition: 11th

ISBN: 101259685233or 13: 9781259685231

Price: Available at <http://amberton.ecampus.com>

Amberton University has an agreement with eCampus.com to provide a full-service online bookstore to students. The Amberton University Virtual Bookstore is accessible through the University's website, [www.Amberton.edu](http://www.Amberton.edu). There is also a bookstore link in the Student Portal.

The AU Virtual Bookstore provides an easy to use interface, online buyback of books, and same day shipment of most titles with an average delivery time of 2-3 days depending on the student's location. Textbook options include new, used, rental, and electronic media as available.

Since no books are sold on campus, students should plan accordingly and purchase their books in advance of the first day of class, allowing time for shipping. Be certain you are enrolled in the course before purchasing your book(s). All textbook information (Title, Author, ISBN, etc.) is available in the course syllabi so students can shop competitively. Most textbooks can be purchased from many different textbook vendors. Some textbooks may only be available on the University's Virtual Bookstore. Students should be careful to obtain the exact resource(s) required for the course.

## APA Requirement

APA (American Psychological Association) style is most commonly used to cite sources within the social sciences. This resource, revised according to the 6<sup>th</sup> edition, second printing of the APA manual, offers examples for the general format of APA research papers, in-text citations, endnotes/footnotes, and the reference page. For more information, please consult the *Publication Manual of the American Psychological Association*, (6<sup>th</sup> ed., 2<sup>nd</sup> printing). All coursework at Amberton University will comply with the standards contained in the APA Publication Manual.

## COURSE COMPETENCIES:

The following represents the course competencies for this class. Competencies are equivalent for all lecture and distance learning courses. Following each competency is the assignment used to gain mastery of this area of study.

Entrepreneurship is an opportunity for innovation and creativity, in the form of a new business. Risk and uncertainty are quite possible, especially in the beginning phases; however, through determination, trial, and error, entrepreneurship can be achieved. Profit and growth are opportunities that can be achieved, through time and perseverance. Students taking this course will formulate an understanding of entrepreneurship and learn how to recognize opportunities. Additionally, students will identify approaches to consider for accumulating useful resources to capitalize on ideas towards starting a new business. Whether it is a small business or a large business, various concepts of managing a risk-taking venture will be addressed such as marketing, finance, and strategic planning.

## UPON COMPLETION OF THE COURSE, THE STUDENT WILL BE COMPETENT IN:

1. Defining and outlining the roles of entrepreneurship.
2. Detecting approaches on how to start a new business.
3. Exploring diversity and the importance of diversity in entrepreneurship.
4. Understanding strategic management planning process and identifying ways to approach the proper steps to achieving the strategic management process.
5. Creating effective business plans that will identify components such as the purpose of the business, the contribution to the industry, and the required resources.
6. Determining how to recognize internal and external market forces.
7. Assessing SWOT Analysis and understanding why SWOT is significant.
8. Appraising industry market analysis and determining how this analysis is applicable to the success of the new business.
9. Discovering valuable marketing and promotion strategies with efforts to capitalize.
10. Developing a financial plan and understanding how to create financial reports.
11. Exploring the legal environment with efforts to understand the rules and regulations for operating a business.
12. Describing the difference between proprietorship and partnership and determining the best forms of ownership when considering a new business venture.
13. Defining franchising and discovering the types of franchising.
14. Identifying and exploring the five P's in negotiation (preparation, poise, persistence, persuasion and patience).
15. Understanding business ethics and social responsibility.

## COURSE POLICIES:

**Students must comply with the calendar on turning in assignments. It is imperative that students adhere to these deadlines. Students not complying with the deadlines will be penalized 15 points per day for late assignments. No Exceptions! All times are in Central Standard Time Zone. Students will not be penalized for submitting assignments early. Students may also submit assignments before they have received a previous submitted assignment.**

**All assignments must be submitted by Monday February 22, 2021 by 6:00 PM. If all assignments are not received by Monday February 22, 2021 by 6:00 PM Central Time, the student will receive a 0 (zero) for the/those missing assignment(s). No exceptions!**

**PLEASE NOTE: Please order your book in plenty of time so that when class begins on Saturday December 5, 2020, you will be ready and prepared to start the assignments. Please be in attendance for all classes. There will be some assignments completed in class that the student will not have an opportunity to make up.**

**Also, please understand that all assignments must be submitted on time and in accordance with the due date. For those assignments not submitted on time, there will be a 15 point, per day penalty. No Exceptions! You are more than welcome to complete your assignments in advance.**

**Please see the ACADEMIC HONESTY/PLAGIARISM section at the bottom of this syllabus.**

**REGARDING THE ASSIGNMENTS, PLEASE FOCUS ON THE DUE DATES AND NOT THE WEEK.**

### **Quizzes**

Quizzes: There will be two quizzes given. It is imperative that students make arrangement to take these quizzes. The quizzes will be given. The quizzes will open on Thursday and end of Saturday at 6 PM CST. The students will be given **65 minutes to complete the 35-question multiple choice quiz. Once you start the quiz, you must complete it. You cannot start the quiz, take a break, and then return to complete it. Once you start, you must complete it. If one of the answer choices is all of the above, it simply means all of the choices.**

**Quiz Over Chapters 1 – 8. Quiz Opens on Thursday July 16 and closes on Saturday July 18, at 6 PM CST**

**Quiz over Chapters 9 -16. Quiz opens on Thursday August 13 and closes Saturday August 15, 2019 at 6 PM CST.**

There will be one discussion board question that the students will be required to participate in. The discussion question will be posted prior to the start of the class. The student may complete the discussion board as they wish. However, the due date for completing the discussion board is as follows:

**Discussion Board One due Saturday June 27 6 PM CST**

**I like to limit my involvement in the discussion boards. Also, I will provide feedback, I like to allow the students to interact without a lot of professor involvement.** The student will respond to the question from the professor in a 250 words minimum post. The student will use at least one outside source when responding to the discussion question from the professor. The student must show in-text citations and references at the bottom of their post. The student will also respond to at least two of their colleagues on both discussion boards. Quality of work, coverage of the subject, proper punctuation, and APA is also the focus on this grading assignment. **Please Note: Do not include any direct quotes that require word-for-word statements.**

### **Essay Questions**

Students will be involved in answering a set of discussion questions. The student will number and write the questions. There is no page number requirement, but the student will answer each question in a thorough fashion. The student will include one outside source when answering **each** question. Please use a different source for each question. An outside source is another source other than the text. Please adhere to APA

format with the cover page, in-text citations and references. **Please Note: Do not include any direct quotes that require word-for-word statements. Please number and type the questions before addressing them.**

## **Essay Questions due Saturday July 11, 6 PM CST**

### **Assessment of a Business Plan – Group Exercise**

For the project, the group will **ASSESS** a business plan, **NOT CREATE** a business plan. The group will assess a comprehensive business plan from the following website

[http://www.bplans.com/sample\\_business\\_plans.php](http://www.bplans.com/sample_business_plans.php) **Please see the Business Plan Assessment on Week Ten for details.** On day one, the students will be randomly placed in a group. The group members will appear on the News Forum and the members can communicate with each other through groups. On the left side of the Home Page, click on users and then groups. Also, each member will have the opportunity to grade their group members. I have placed this evaluation and the process I will use in determining each individual grade in the course documents. Upon completing the assessment of the business plan, please immediately email to me the peer review evaluation as an attachment. It is imperative that each group determine on the first week the business plan they intend to assess. It is important to note that the group will decide on who assesses each component of the chosen business plan. This will take time so start early. Please adhere to APA format in the business plan and include at least five outside sources. It is a good idea to also exchange phone numbers that students can communicate as well. **Please Note: Do not include any direct quotes that require word-for-word statements.** Again, please see Week Ten for the details on this project.

**The due date for the assessment of a business plan and peer evaluation is Monday February 22, 2021, 6 PM CST.**

**PLEASE NOTE: I want to suggest that you download a plagiarism checker to check your work before submitting. There are numerous choices online. I use two different kind of plagiarism detectors that I submit all assignment through.**

**WEEKS AND DUE DATES: Please don't focus on the Weeks, but rather focus on the due dates for the assignments.**

**IMPORTANT ASSIGNMENT CHANGES – The web is often searched for professors' assignments that have surfaced on the internet. PLEASE NOTE: If the assignments I have assigned are identified on the internet prior to assignment's due date by professor or staff, I will change the assignments to a new assignment. Assignments found on the internet will not be awarded credit. To assist me in this, if you identify my assignment online, please contact me and do not complete the assignment. I will upload a new assignment immediately.**

### ***Student's Responsibilities***

This syllabus contains information, policies and procedures for a specific course. By enrolling, the student agrees to read, understand and abide by the policies, rules, regulations, and ethical standards of Amberton University as contained in the current university catalog and schedule of classes.

### **Attendance Policy**

Amberton University expects regular and punctual class attendance by all students. For both lecture and online courses, attendance and participation are extremely important in order for students to receive a quality education. In case of an absence, it is the student's responsibility to contact the professor as soon as possible. If a student intends on withdrawing from a course, it is the student's responsibility to follow

Amberton's policy on formally withdrawing from a course. Ceasing to attend or participate in classes does not constitute an official withdrawal. All withdrawals must be submitted by the student; but the university administration may submit a withdrawal under special circumstances.

**Plagiarism Policy** Plagiarism is using another person's work as your own. Plagiarism is a violation of the University's code of student ethical conduct and is one that is taken seriously. Amberton University operated on an honor system, and honesty and integrity are essential characteristics of all who are associated with the institution. All Amberton University students are expected to abide by the honor system and maintain academic integrity in all of their work. Amberton University and its instructors monitor student work for plagiarism and reserve the right to submit such work to technology-based anti-plagiarism services and applications at any time.

**COURSE OUTLINE AND CALENDAR:**

Week	Topic	Assignment	Competencies	Due Date
One	Business, Economics, Ethics, and Social Responsibility	-Chapter 1: -Chapter 2: -Complete the Study Guide -Review Power Points in preparation for Quizzes and Assignments	1,3,6,7,8,12,14,15	
Two	Business Globally, and Changing Business  <b>Discussion Board Due</b>	-Chapter 3: -Chapter 4: -Complete the Study Guide -Review Power Points in preparation for Quizzes and Assignments.	1,2,3,4,5,7,12,14,15	<b>Discussion Board One due Saturday December 12, 6PM CST</b>  <b>A group member to email the professor regarding the business plan your group is assessing</b>
Three	Entrepreneurship, Franchising, and Management	-Chapter 5: -Chapter 6: -Complete the Study Guide -Review Power Points in preparation for Quizzes and Assignments	2,4,5,13	

Four	Teamwork, Communication and Manufacturing Operations	-Chapter 7 -Chapter 8 -Complete the Study Guide -Review Power Points in preparation for Quizzes and Assignments	2,3,5,8,14	<b>Essay Questions due Saturday January 9, 6PM CST</b>
Five	<b>Quiz over Chapters 1-8</b>	-Complete the Study Guide -Review Power Points in preparation for Quizzes and Assignments	1-8, 12-15	<b>Quiz over Chapters 1-8. Quiz opens on Thursday January 14 and closes on Saturday January 16, at 6PM CST</b>
Six	Motivations and Human Resource Management`	-Chapter 9 -Chapter 10 -Complete the Study Guide -Review Power Points in preparation for Quizzes and Assignments	3,6,7,11,15	Work on the Business Plan
Seven	Marketing and Marketing Strategy	-Chapter 11 -Chapter 12 -Complete the Study Guide -Review Power Points in preparation for Quizzes and Assignments	2,4,6,7,8,9,15	Work on the Business Plan
Eight	Social Marketing Accounting and Financial Statements	-Chapter 13 -Chapter 14 -Complete the Study Guide -Review Power Points in preparation for Quizzes and Assignments	4-10	Work on the Business Plan
Nine	Financial Systems  <b>Quiz over Chapters 9-16</b>	-Chapter 15 -Chapter 16 -Complete the Study Guide -Review Power Points in preparation for Quizzes and Assignments	2,3,4,6,7,8,9,10,11,15	<b>Quiz over Chapters 9-16. Quiz opens on Thursday February 11 and closes Saturday February 13, 6PM</b>

				<b>CST</b>
Ten	<b>Submit the Business Plan Assessment</b>	Review each study review points as it relates to the Business Plan	1-15	<b>Business Plan Assessment due Monday February 22, 6PM CST</b>

**GRADING CRITERIA:**

Each assignment will be valued as indicated below:

Quiz One	15%
Quiz Two	15%
Essay Questions	30%
Business Plan Assessment	30%
Discussion Board 1	10%
	100%

Undergraduate

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

**GRADE NOTIFICATION AND INSTRUCTOR FEEDBACK:**

A successful distance learning experience requires a flow of communication between instructor and student throughout the session. Instructor comments are considered essential to the learning process. Therefore, each assignment/exam submitted will be reviewed, graded and returned to the student in a timely manner along with the appropriate commentary. Students should carefully review all comments.

Final grades are mailed approximately one week after the last day of the session to the student’s address of record. Amberton University staff will not post or release grades over the phone. University instructors will not leave a message with comments or grades in any type of media that is not secure.

For questions regarding grades after the semester has ended, students should use their University email account and contact the instructor at the faculty email address as provided above in *Professor Information* area.

**Incomplete Grades** An “I” (incomplete grade) is given at the discretion of the professor and may be given only when an emergency or illness prevents the student from completing course requirements. Should an “I” be granted, the student has 30 days from the end of the session to complete the conditions of the incomplete. An “I” which is not properly removed within 30 days following the session enrolled will become an “F” grade.

## ***How To Withdraw From a Course***

To be official, the class withdrawal must be in writing and signed by the student requesting the withdrawal; no withdrawal is accepted verbally. Please review the "Schedule of Classes" (online or in-print) for procedures for class changes or withdrawals and the refund policy and schedule.

## **COURSE DELIVERY METHODOLOGY:**

This course is offered as a distance-learning course through the Moodle Learning Platform. Amberton's distance learning courses, called e-Courses, are identical to classroom courses in terms of learning outcomes, competencies, and instructor expectations. A student choosing to take an e-Course must have the following skills and technical capabilities:

1. Access to the Internet
2. General knowledge in:
  - Internet browser settings and configuration e-mail and file attachments
  - Uploading and downloading files
  - Using a word processing package
3. Ability to conduct on-line research

Students who have not mastered these skills should not enroll for this course, but should consider enrolling in MIS2110 Computer Concepts and Internet Technologies for instruction in these areas.

## **HOW TO ACCESS YOUR COURSE:**

### ***Through the Amberton University Student Portal***

Students enrolled in distance learning courses using the Moodle Learning Platform may access the course through the Amberton University Student Portal. The site may be accessed through the University's main page (<http://www.Amberton.edu>) or at <http://apps.Amberton.edu>. After selecting the "Student Portal" link, you will be prompted for a Username and Password.

Use your assigned **username and password** (AUID) as described below to enter the AU Student Portal:

**Username** = your capitalized firstname **initial**+lastname+last 3 digits of your SSN.

\* Use your name exactly as it is listed on the University's records, including any suffixes or hyphenations, such as Jr, Sr, or II, as a part of your username.

For example: James Jones, Jr. SSN: 123-45-6789 Username: JJonesJr789

**Password** = your Amberton University ID# (AUID) **including the dashes**

For example: 04-999-999

Once your login has been validated, you may select from a variety of menu options, including your individual E-Course, email account, Remote Research, General Tools, all Syllabi, Research Tutorials and Electronic Instructor Folders (FTP).

If you are accessing the Student Portal from a public or shared computer, close the browser completely when finished, or click on the Logout button. For security purposes, no other person should have access to your Username or Password. If you feel your information has been compromised or if you experience technical difficulties, contact the e-course system administrator at: [e-sysop@amberton.edu](mailto:e-sysop@amberton.edu)

If you have lost or do not know your Amberton ID#, please contact the Student Services Office

972/2796511 or advisor@Amberton.edu for a replacement AUID card. You must know your Amberton ID# to gain access to the course and to send email to your professor.

### **Through the Amberton University Moodle Website**

Students enrolled in distance learning courses using the Moodle Learning Platform may also access the course by going to: <http://moodle.Amberton.edu>

For those utilizing Moodle for the first time, the **username and password** for the Moodle Learning Platform will be emailed to the student's University email account prior to the start of the course. For those returning to Moodle who do not remember their username and password, click on the link "*Forgotten your username or password*" available on the Moodle log in page (<http://moodle.Amberton.edu>). Otherwise use the same username and password as previous session.

### **Moodle Tutorial:**

Upon successful log in and access to the Moodle learning platform, there is a *Student Moodle Tutorials* course available, to learn about the basics of Moodle. Simply click on the link for the *Student Moodle Tutorials* and read through the various learning topics: Navigating; Communicating; Assignments & Exams; Grades; and Student Resources.

### **COURSE COMMUNICATIONS:**

Students will communicate with faculty through the Moodle Learning Platform or the Amberton University email system.

Each student enrolled is assigned an Amberton email account, which gives the student access to the Amberton email system ([my.Amberton.edu](http://my.Amberton.edu)). This email account is provided by Google Apps for Education. Students are encouraged to check their email regularly for University news, notices, and to communicate with instructors.

The student's assigned email address would be Username@my.Amberton.edu

Example: LJones-Smith789@my.Amberton.edu

The student Username is determined by:

firstname initial+lastname+last 3 digits of student ssn.

For example: Linda Jones-Smith    SSN: 123-45-6789  
Email Address = LJones-Smith789@my.Amberton.edu

Students will be prompted for a Username and Password when accessing their email account. Use the Username portion of the email address as the username (Example: LJones-Smith789) and your Amberton ID# (including the dashes) as the password.

If you already have a Google gmail account, you might be prompted to add this account to your current account. Click 'Yes' and you will be logged into your my.Amberton.edu email account. It will be a separate email account from your personal gmail account.

If you need assistance with your email account, please visit <https://support.google.com/mail>

**Students are responsible for reviewing the "Communication Guidelines" provided on the individual ECourse for specific instructor requirements.**

Upon completion of a session, all communication and course specific information is removed from the Moodle system. If a student needs to maintain a record of communications or assignments, the student is strongly encouraged to print out or download these items to a disk for their own records.

#### **FORMAT AND SUBMISSION OF ASSIGNMENTS:**

Assignments are to be submitted to the appropriate assignment Drop Box in the Moodle system. Specific directions and guidelines for submission of assignments are located on-line in the "Communication Guidelines" of the e-course. Due to compatibility issues, Office 2007 files cannot be read by earlier versions of Microsoft Office. Before submitting an exercise file, confirm the file is in the proper format for grading by the instructor.

#### **INSTRUCTOR/COURSE EVALUATION:**

Each session, all Amberton students are provided with the opportunity to evaluate their courses and instructors. The evaluation process is an important one and provides students with an anonymous and confidential way to give meaningful feedback to the University. Summary information and comments are provided to faculty after the close of the session. All information provided is anonymous.

The Instructor/Course Evaluation will be open for completion during week 9 of the session. An evaluation assignment will be placed in week 9 of the Moodle course, along with the instructions on how to complete the evaluation. Prior to week 9, the University will send out an email containing instructions and dates for the evaluation period.

#### **ACADEMIC HONESTY/PLAGIARISM:**

Plagiarism is the presentation of someone else's information as though it were your own. If you use another person's words, ideas or information or if you use material from a source – whether a book, magazine, newspaper, business publication, broadcast, speech, or electronic media – you must acknowledge the source. Failure to do so violates Amberton University's ethics policy.

#### **RESEARCH RESOURCES:**

The student is encouraged to use the Amberton Electronic Library as a research resource for this course. The Electronic Library provides access to full-text and abstract articles as well as links to a variety of remote research tools. Students can search Amberton Library Resource Center holdings through the on-line public access circulation system. The physical library contains a specialized collection of research materials specifically chosen to support the degrees and courses offered at Amberton. Interlibrary loan and document delivery services are available. The TexShare Card offers borrowing privileges in libraries all across the state of Texas. Students with research questions or questions about Library services are encouraged to visit the Library or email their questions to [library@Amberton.edu](mailto:library@Amberton.edu).

#### **RESEARCH TUTORIALS:**

Online research resources are available through "Research Tools Database", accessible through the Student Portal. (For additional assistance, students may access the "Research Tutorials" link located in the General Tools area on the Student Portal.) Access the Portal by clicking "Student Portal" from the University's website. You must know your Amberton ID to access the Portal.

#### ***Library Live Chat Feature***

The website allows for a live chat feature with librarians on the library pages. This service allows students to connect with librarians on questions regarding resource assistance, searching data bases and access to library services. [www.amberton.edu/current-students/library/index.html](http://www.amberton.edu/current-students/library/index.html)