Semester/Year: Fall 2015
Lecture Hours: 03  Lab Hours: N/A  Credit Hours: 03
Class Time: 6-9 PM  Days: Wednesday  Room:

Instructor’s Name: Joseph Simon

Instructor's Contact Information: (Include any information on when to call, answering machines etc.)

Office Phone: 268-2376  Email: jsimon@caspercollege.edu
Or Joemrmanager@bresnan.net

Office Hours: MW 10am -11 and 1-2pm, Tuesday and Thursday 11am-12:00 , Friday hours by appointment

Course Description: This course is designed for those students who have always wanted to start their own business, or for those that just want to explore the possibilities.

Statement of Prerequisites: N/A

Goal: This course is intended to provide the student with the knowledge they need to start their own business.

Institutional Outcomes

☒ Demonstrate effective oral and written communication
☒ Demonstrate knowledge of diverse cultures and historical perspectives
☒ Appreciate aesthetic and creative activities
☒ Use appropriate technology and information to conduct research
☒ Describe the value of personal, civic, and social responsibilities
☒ Use quantitative analytical skills to evaluate and process numerical data

Program goals:
• The School of Business and Industry provides students with the academic programs of general and specialized learning in preparation for responsible careers in the world of business.
• Students wishing to pursue a Bachelor's degree in Business can complete the first two years of a baccalaureate degree through Casper College by completing requirements for a degree in Business Administration or Pre-Law Business. The program provides students with the opportunity to transfer at junior standing to a four-year college or university.
• Business majors have the opportunity to pursue a top-quality two-year degree in Management, Leadership, or Entrepreneurship that provides the skills and abilities to succeed in the business world upon graduation.
• This educational experience enables students to develop the expertise needed to function in a business environment and to develop an understanding of the social and economic forces shaping the
future of the world’s economy.

**Methodology:** The course will encompass a lecture format, highlighted by guest lecturers who are experts in specific course topics.

**Evaluation Criteria:** Students will be graded on a point system as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Homework</td>
<td>140</td>
</tr>
<tr>
<td>Midterm</td>
<td>100</td>
</tr>
<tr>
<td>Final Exam</td>
<td>100</td>
</tr>
<tr>
<td>Business Plan</td>
<td>100</td>
</tr>
<tr>
<td>Attendance/Participation</td>
<td>60</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>500</td>
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**Class Policies:** Last Date to Change to Audit Status or to Withdraw with a W Grade: November 12, 2015

**Student Rights and Responsibilities:** Please refer to the Casper College Student Conduct and Judicial Code for information concerning your rights and responsibilities as a Casper College Student.

**Chain of Command:** If you have any problems with this class, you should first contact the instructor to attempt to solve the problem. If you are not satisfied with the solution offered by the instructor, you should then take the matter through the appropriate chain of command starting with the Department Head/Program Director, the Dean, and lastly the Vice President for Academic Affairs.

**Academic Dishonesty:** (Cheating & Plagiarism) Casper College demands intellectual honesty. Proven plagiarism or any form of dishonesty associated with the academic process can result in the offender failing the course in which the offense was committed or expulsion from school. See the Casper College Student Code of Conduct for more information on this topic.

**Official Means of Communication:** Casper College faculty and staff will employ the student's assigned Casper College email account as a primary method of communication. Students are responsible to check their account regularly.

**ADA Accommodations Policy:** If you need academic accommodations because of a disability, please inform me as soon as possible. See me privately after class, or during my office hours. To request academic accommodations, students must first consult with the college’s Disability Services Counselor located in the Gateway Building, Room 344, (307) 268-2557, bheuer@caspercollege.edu. The Disability Services Counselor is responsible for reviewing documentation provided by students requesting accommodations, determining eligibility for accommodations, and helping students request and use appropriate accommodations.

**Calendar or schedule indicating course content:** (be as complete here as possible, at least a grid showing week by week topics to be covered, assignments, due dates, readings etc. This can always be modified with a new handout later in the semester – better to send out a revised schedule than to trust
verbal announcements by themselves)

8/26  Chapter 1-The Entrepreneurial Life
     Chapter 2: Integrity and Ethics-Foundations for Success in Small Business

9/2   Chapter 3-Starting a Small Business
     Setting up your business plan software
     Case #1 Page 645 Dash Locker  Questions 1-5 typed
     Due  Next week 9/9  (Worth 35 Points)

9/9   Chapter 4-Franchises & Buyouts
     Chapter 6- The Business Plan: Visualizing the Dream

9/16  Chapter 9-The Location Plan
     Chapter 8-The Organizational Plan
     Case # 8 page 657 Couchsurfing International  Questions 1-4

9/23  Chapter 7-The Marketing Plan
     Chapter 11-Forecasting Financial Requirements

9/30  Chapter 12-A Firms Source of Financing
     Chapter 10-Understanding a Firm’s Financial Statements
     Midterm exam

10/7  Chapter 14-Building Customer Relationships
     Chapter 16-Pricing and Credit Decisions
     Case # 3 page 664 Ashley Palmer Clothing Inc.
     Questions 1 through 3  Case is worth 70 points

10/14 Chapter 17-Promotional Planning

10/21 Chapter 15-Product Development and Supply Chain Management

10/28 Chapter 19-Professional Management and the Small Business
11/04  Chapter 22-Managing the Firm’s Assets
        Chapter 21-Managing Operations

11/11  Chapter 20-Managing Human Resources

11/18  Chapter 23-Managing Risk In the Small Business

12/2  Chapter 13-Planning for the Harvest

12/9  Business Plans are Due
        Chapter 18-Global Opportunities for Small Business

12/16  Business Plans returned
        Final exam