

<http://userhome.brooklyn.cuny.edu/bassell/entrepreneurship>

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## 1. Required Text Books

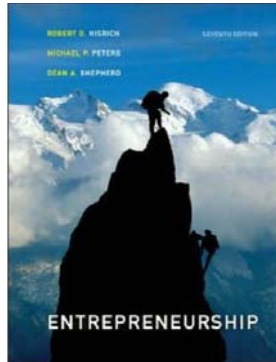
### *1-Entrepreneurship*

By Hisrich, Peters, & Shepherc

Publisher: McGraw Hill

ISBN: 0073210568

7<sup>th</sup> Edition



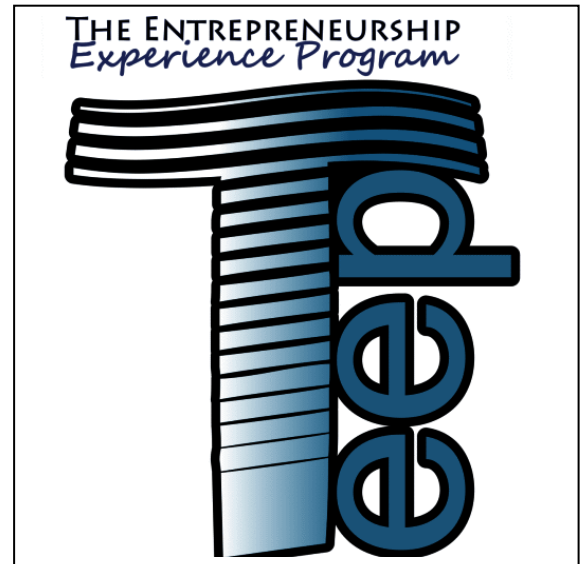
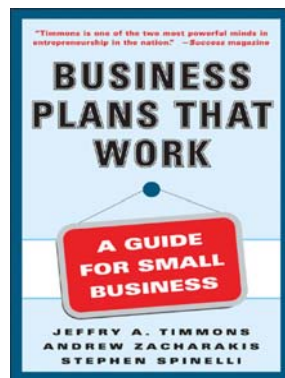
### *2-Business Plans that Work*

By Timmons, Zacharakis, Spinelli

Publisher: McGraw Hill

ISBN-13 9780071412872

1<sup>st</sup> Edition



## ❖ My Dozen Objectives

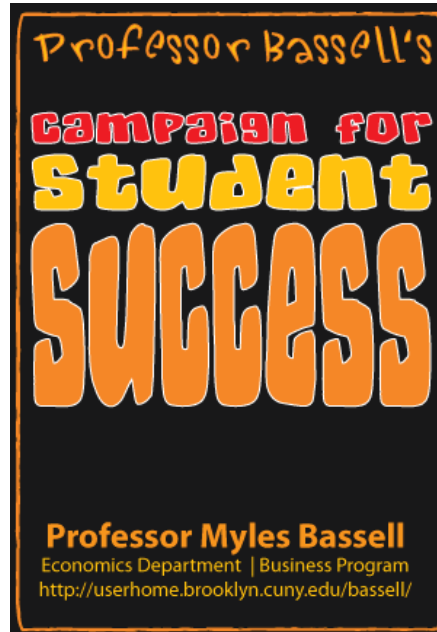
1. Distribute a written syllabus the first day of class
2. Demonstrate my ability to organize materials for the class
3. Stimulate interest in the topic being studied
4. Generate effective class discussion when appropriate
5. Communicate effectively and speak clearly
6. Encourage independent thinking and **ethical behavior**
7. Demonstrate openness to students' comments, questions, and viewpoints
8. Display an exceptional understanding of the course subject matter
9. Keep to the time and schedule requirements of the class
10. Provide students access to me outside of class and be available for Q&A
11. Clearly communicate course requirements and assignments
12. Promptly grade exams

## ❖ My Goal

My goal is for students to L E A R N ... by doing !

❖ **My Mission**

To help students achieve their educational and professional goals.



❖ **Expected Course Outcomes**

Students completing this course will:

1. Understand key **Entrepreneurship** concepts, terms, and definitions
2. Gain exposure to case studies in minority entrepreneurship
- 3. Know how to develop a business plan**
4. Develop an understanding of how fundamental concepts and theories are applied
5. Understand how to create, finance, manage, and grow a venture
6. Learn the importance of planning and how to formulate strategy
7. Appreciate **cultural diversity** and respect others who are of a different culture

❖ **My Goals For You**

1. Increase Your general knowledge about the subject
2. Enhance Your ability to analyze and solve problems
3. Improve Your ability to **use computers and the Internet**
4. Expand Your ability to find (**research**) and use information on your own
5. Develop Your ability to express your ideas and give presentations
6. Fortify Your appreciation and sensitivity to **ethical issues**
7. Enrich Your understanding of different cultures and have you become a champion of **cultural diversity**

## Overview

The focus of Bus 50.5 is on providing an overview of the issues and dilemmas facing **entrepreneurs**. Creating, Starting, Financing, Managing, and Growing Entrepreneurial ventures is set in an ethical framework.

**Methodology:** The text book is required and an important tool used to expose students to important entrepreneurship concepts and topics. The **application** of key **small business management** concepts will be explored. Students will be required to analyze develop a **business plan**.



The classroom experience is designed to reinforce key concepts from the text book and introduce new concepts. Discussion, lecture, powerpoint presentations, and video segments about the application of the concepts will be used to help students develop a mastery in the subject matter.

The Entrepreneurship Experience Program (*TEEP*) will help students of the **Bus 50.5**

**Entrepreneurship and Small Business Management** course achieve the following outcomes and deliverables:

1. develop an entrepreneurial mindset
  - complete study guides A to F
2. gain hands-on small business management experience
  - manage the cafe-game room at the student center
3. maintain a management journal
  - write a one page management brief of each day worked
4. prepare a business and marketing plan
  - write a business and marketing plan for the cafe-gamerroom
5. provide students with hands-on practical experience in:
  - ❖ Management
  - ❖ Advertising
  - ❖ Marketing
  - ❖ Operations
  - ❖ Merchandising

### Program Outcomes

Students completing this program will be able to:

- ❖ write a business plan
- ❖ develop a print advertisement
- ❖ understand the role of an entrepreneur

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❖ Attendance

**Class meetings are for your benefit!** Regular attendance is required.

Excessive absence (more than 2) or lateness (more than 3) will result in a penalty of one full grade lower. Absences for religious observance are allowed as outline in the Brooklyn College Bulletin on page 53. You are required to notify me if you believe your absence meets the criteria outlined in the bulletin.

Students should come to class prepared to participate and **take really good notes!!!**

There will be information shared in class that is NOT in the book. You are responsible to know this material for the exams and quizzes. It is against department policy to give makeup exams.

\*\*\*\* There are **NO** makeup Exams\*\*\*\*

❖ Reading Assignments

Please read the chapters, cases, and other materials BEFORE class. The chapters next to the date are the chapters we will discuss in that class.

❖ Talking In Class

Talking in class is allowed. **HOWEVER**, only one person is allowed to speak at a time. I expect that you **show respect** for students who have opinions different from your own. Also please be patient with students who have questions and are trying to understand concepts. Talking in class and being rude will certainly have a negative impact your grade.

❖ Exams (2)

There will be 2 Exams \*\*\*\* There are **NO** makeup Exams\*\*\*\*

Exam #		Date of Exam	Chapters
1	Midterm	Oct 30	1, 2, 3,4,5,6,7,8 plus notes
2	Final		Cumulative

- ❖ You are required to take both exams. There are **NO** makeup exams allowed by the department. **PLEASE do not cheat or violate the code of conduct!** It is not worth getting an F or being suspended from the university.
- ❖ EXTRA CREDIT: There are no EXTRA Credit assignments. Any student wanting to earn **HONORS** credit will need to have their project approved by me.

Your exams and projects will be graded diligently. \*\*\*There is **NO curve** in grading exams.

If your average is a 59 you earned an F. There are **NO extra credit** assignments. A **rigorous process** will be used to determine your final grade. If you get an A you should get satisfaction from knowing that you worked hard and earned that grade.

❖ Exam Types

=The Final is **\*\*Cumulative\*\***

The date of the **first Exam** is **Oct 30**

It will include short essays

❖ Grading

Percentage

- Midterm 25%
- Final 25%
- Project Part 1 10%
- Project Part 2 10%
- Project Part 3 – Final BP 15%
- Presentation 5%
- Attendance/Participation 5%
- TEEP 5%

Factors impacting your grade:

- **Cheating**
- **Infrequent attendance**
- **Rude or disruptive behavior**
- **Signing the attendance sheet and leaving**
- **Signing attendance sheet for someone else**
- **Failure to turn off electronic devices (cell phones, pagers etc)**

[Entrepreneurship: Bus 50.5 Website](#)

<http://userhome.brooklyn.cuny.edu/bassell/entrepreneurship/>

❖ Grading Criteria

A	92.5% +		C	72.5% to 77.49%
A-	90.0% to 92.49%		C-	70.0% to 72.49%
B+	87.5% to 89.99%		D+	67.5% to 69.99%
B	82.5% to 87.49%		D	62.5% to 67.49%
B-	80.0% to 82.49%		D-	60.0% to 62.49%
C+	77.5% to 79.99%		<b>F</b>	Below 60%

## ❖ Study Guides, Projects, and Assignments

You must complete and submit ALL study guides, projects, and assignments. You must submit them the day they are due. **Late submissions** of projects will bear a 1 full grade lower penalty. Study guides count towards class participation. Each study guide or assignment not submitted **reduces your course grade 1 point**.

Before submitting your study guide assignment make a copy of your completed study guide assignment so you can use it to study. Make sure it is neat and easy to read. \*\*\*\*\***Do not submit as your own, the study guide or assignment or project of someone else !!!**

Some databases that are available at Brooklyn College that would be relevant to the class (all of the databases mentioned below are available remotely)

- +Business Source Premier -- access to full-text, scholarly materials (as well as trade publications, case studies)
- +Communication & Mass Media Complete - access to full-text, scholarly materials, trade publications, etc).
- +Business & Company Resource Center - search for company or industry information & profiles (rankings, products & brands, chronologies, etc.), contains some articles, but does not have a robust searching interface. (articles could discuss management issues/best practices for a company/industry)
- +Academic Search Premier - access to full-text, scholarly materials, popular magazines, trade publications, newspapers, etc. This covers many subject areas.
- +JSTOR - everything in this database is available in full-text, all journals are scholarly; -Project Muse - everything in this database is available in full-text, all journals are scholarly; covers many subject areas

To get to these databases from the Brooklyn College Library main page:

- +Under Research Tools, choose Databases for an alphabetical listing (if you know the name of the database you want to search) OR
- +Under Research Tools, choose Resources by subject (to get a list of database in that subject area)

Don't forget the New York **Public Library** Business Library. (SIBL) has amazing resources

<http://www.nypl.org/research/sibl/index.html>

how to get a library card ----> <http://www.nypl.org/books/cards.html>

### Code of Conduct

This Code of Conduct highlights and supplements, but does not replace the Code of Conduct issued by Brooklyn College and/or The City University of New York (C.U.N.Y.). The goal of this code is to maximize the classroom experience for all. Your course grade is in part a function of your:

1. exam, project, and quiz results
2. level of participation
  - a. projecting a positive attitude
  - b. making intelligent and relevant remarks
3. accurate completion and timely submission of study guides

There are other factors that can have a significant impact on your course grade and they include:

- Cheating
  - (**calculators, phones, ipods, pda's, blackberry's, treo, and other devices are NOT allowed during any exam**)
- Disruptive Behavior
  - Rudeness
  - Disrespect
  - Lateness
  - Interrupting the lecture
- Frequent absence
- Signing the attendance sheet and leaving OR signing for someone else
- Failure to turn off electronic devices (cell, phones, pagers etc)

“The faculty and administration of Brooklyn College support **an environment free from cheating and plagiarism**. Each student is responsible for being aware of what constitutes cheating and plagiarism and for avoiding both. The complete text of the CUNY Academic Integrity Policy and the Brooklyn College procedure for implementing that policy can be found at this site: <http://www.brooklyn.cuny.edu/bc/policies>. If a faculty member suspects a violation of academic integrity and, upon investigation, confirms that violation, or if the student admits the violation, the faculty member **MUST** report the violation.” **Dean Wilson**

All students should read carefully and thoroughly the 2007-2010 Brooklyn College Bulletin, especially pp. 35-51, pp. 52-59, and pp. 74-83, for a complete listing of academic regulations of the College.

### Penalties

Violation of this Code of Conduct and other rules of Brooklyn College and C.U.N.Y. can result in:

- Lowering your course grade one full letter per offense
- Receiving an F or failing grade for the course
- Being suspended or expelled from the college or university

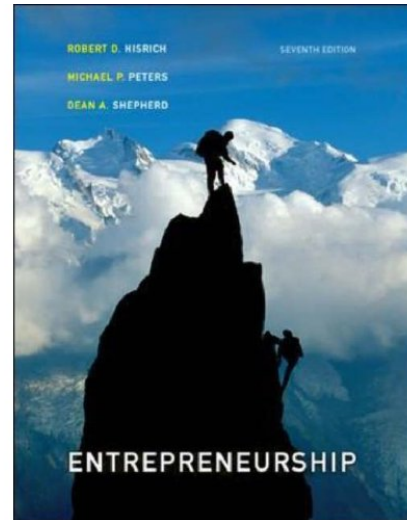
## *Entrepreneurship*

By Hisrich, Peters, and Shepherd

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### **PART 1 THE ENTREPRENEURIAL PERSPECTIVE**

- 1 The Nature and Importance of Entrepreneurship
- 2 The Entrepreneurial Mind-Set
- 3 Entrepreneurial Intentions and Corporate Entrepreneurship
- 4 International Entrepreneurship Opportunities

### **PART 2 CREATING AND STARTING THE VENTURE**

- 5 Creativity, the Business Idea, and Opportunity Analysis
- 6 Intellectual Property and Other Legal Issues for the Entrepreneur
- 7 The Business Plan: Creating and Starting the Venture
- 8 The Marketing Plan
- 9 The Organizational Plan
- 10 The Financial Plan

### **PART 3 FINANCING THE NEW VENTURE**

- 11 Sources of Capital
- 12 Informal Risk Capital, Venture Capital, and Going Public

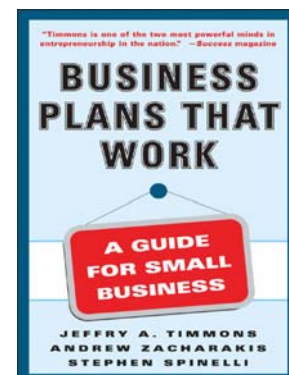
### **PART 4 MANAGING, GROWING, AND ENDING THE NEW VENTURE**

- 13 Entrepreneurial Strategy: Generating and Exploiting New Entries
- 14 Strategies for Growth and Managing the Implications of Growth
- 15 Going Global
- 16 Accessing Resources for Growth from External Sources
- 17 Ending the Venture

We will also be using the book.....

**Business Plans that Work**

ISBN-13 9780071412872



Brooklyn College

Department of Economics and Management

BUS 50.5 – Management Professor Bassell

[professorbassell2@yahoo.com](mailto:professorbassell2@yahoo.com)

<http://userhome.brooklyn.cuny.edu/bassell/entrepreneurship/>

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