

**Community College of Philadelphia  
Business and Technology Division**

**Department:** Marketing and Management  
**Semester:** Spring 2016

**Course Title:** Entrepreneurship 110 – Fundamentals of Entrepreneurship  
**CRN#:** 18576  
**Section #:** 900

**Instructor Information**

*Name:* Linda Knapp  
*Email:* Use Canvas mail system  
*Instructor's Phone Number:* 215-438-6912  
*Office Hours:* By appointment in Room C2-9 (Center for Business and Industry)

**Required Text:** *Entrepreneurship: A Real World Approach*, by Rhonda Abrams, Planning Shop (publisher)

**Course Description**

*This course introduces students to the characteristics, skills and challenges associated with entrepreneurship. Students will focus on aspects of entrepreneurship, including information, operations, human resources, finance, marketing, and general administration. Topics will include self-evaluation, how to recognize and shape new ideas and opportunities, planning, analysis, methods, technology, global impacts, and ethical responsibilities.*

(From CCP web site: <http://ccp.edu/college-catalog/course-offerings/entrepreneurship-courses#entr110>)

**Student Learning Outcomes**

1. Define entrepreneurship and describe the characteristics of a successful entrepreneur.
2. Identify and explain key aspects of entrepreneurship: information, operations, human resources, finance, marketing, and general administration.
3. Explain the role of ethics and social responsibility in entrepreneurship.
4. Identify and evaluate the methods of entering an entrepreneurial venture, including starting a new business, buying an existing business, and becoming a franchisee.

**Course Goals**

1. Develop basic understanding of entrepreneurship principles and practices.
2. Develop the ability to think like an entrepreneur and recognize opportunities for new or modified products and services.
3. Gain an understanding of how to identify and address challenges facing entrepreneurs.
4. Learn how individuals can become entrepreneurs at any age and in different phases of their lives.

**Course Outline**

**Session 1 (January 19-24)**

Course Introduction

Chapter One: *What is Entrepreneurship*

**Session 2 (January 25-31)**

Chapter Two: *Opportunity Recognition and Feasibility Analysis*

**Session 3 (February 1-7)**

Chapter Three: *Basic Business Research*

**Session 4 (February 8-14)**

Chapter Four: *Business Planning*

**Session 5 (February 15-21)**

Chapter Five: *Your Customers and Target Market*

**Session 6 (February 22-28)**

Chapter Six: *Competitive Analysis, Strategic Positioning, and Risk Assessment*

**Session 7 (February 29-March 6)**

Chapter Seven: *Money Management*

Chapter Eight: *Financing Your Business*

**SPRING BREAK****Session 8 (March 14-20)**

Chapter Nine: *Marketing Fundamentals*

Chapter Ten: *Marketing Tactics*

**Session 9 (March 21-27)**

Chapter Eleven: *Sales and Distribution*

**Session 10 (March 28-April 3)**

Chapter Twelve: *Management and Leadership*

Chapter Thirteen: *Human Resource Issues*

**Session 11 (April 4-10)**

Chapter Fourteen: *Operations*

Chapter Fifteen: *Technology*

**Session 12 (April 11-17)**

Chapter Sixteen: *Legal Issues*

Chapter Seventeen: *Social Entrepreneurship and Social Responsibility*

**Session 13 (April 18-24)**

Chapter Eighteen: *Globalization*

**Session 14 (April 25-May 1)**

Chapter Nineteen: *Growing the Venture*

**Session 15 (May 2-5)**

Review and Final Exam

**Student Assessment**

The maximum points you can earn from completing the assignments and final exam is 370.

Your final grade will be based on the total number of points you earn:

A 333-370

B 296-332

C 259-295

D 222-258

F 0-221

**Policies**

*Attendance:* You are expected to log into the course several times each week and do the weekly assignments. Please note that assignments are due on Sunday.

*Assignments:* No late work will be accepted without documentation of illness or special circumstance. Please use proper English, and not Internet slang, in preparing all assignments.

*My Practices:* I will be checking for messages at least once a day (Monday-Friday) and once on the weekend. My policy is to try to grade and return assignments and tests within a week of the assignment deadline. I will notify you if there are any significant delays in this process. I make an effort to respond to your emails within 24 hours. If you do not receive an acknowledgement from me, please contact me again.

*Pacing Yourself:* This course covers a large amount of material in a short amount of time. I strongly encourage you to pace yourself every week so that the work is manageable and so that you can benefit from the experience. After the first week, I may make visible to you a few sessions at a time so you can be aware of future work and, possibly, complete assignments prior to deadlines.

*Grading Assignments and Forum Participation:* Each assignment and forum message will be graded based on accuracy, quality, and the degree that it shows understanding of the course material. Your assignment answers should make reference to terms and concepts from the textbook and your forum messages should make direct reference to the week's article as well as to textbook material. Be sure to use quotation marks and cite sources for any direct quotes from the textbook or other resources materials. You will be expected to submit at least one original forum message and respond substantively to a classmate's message in each forum.

The week runs from Monday to Sunday so please sign on early in the week so that we can have a lengthy and worthwhile discussion. I will be regularly monitoring forums and giving feedback about the quality of the messages, when necessary.

### **Technical Requirements**

Students are required to use software that will enable them to participate in this online course and are required to use the Canvas system for assignments and messages

### **Technical Support**

If you need help in using the online software, you can consult the "Help" button at the bottom of your screen or call the Office of Distance Education (215-751-8415).

### **College Policies**

*Community College of Philadelphia's Early Alert Initiative:* The system positively intervenes in Community College of Philadelphia's students' academic paths early and appropriately by effectively communicating current performance and supplying information beneficial to academic success. Faculty members have the opportunity to complete Early Alert reports at 20% and 50% reporting periods during the semester. Students will be assessed on the following items: attendance, punctuality, meeting assignment deadlines, classroom behavior, classroom participation and other factors pivotal to student success. Should you receive an Early Alert letter, you should follow up on the suggested intervention strategy as soon as possible.

*Academic Honesty:* Except when permitted by instructor, all work is expected to reflect an individual effort. Attribution should be given when appropriate. All students are expected to understand what constitutes cheating and plagiarism as described in College Policies and Procedures Memorandum #3 (P&P #3). If a violation of P&P #3 is found or suspected, a formal judicial process will be conducted to investigate the violation and the consequences will range from an F for the assignment to an F for the course.

*Withdrawal from the Course:* Students have the privilege of withdrawing from a course(s) and dropping/adding a course. Students should become familiar with the Drop/Add and withdrawal policy by referring to the College Catalog and/or the Student Handbook.

**Remember, to just stop attending a class is not the official procedure for withdrawing or dropping a course(s).**

*Sexual Harassment Policy:* This information is presented in the 2015-2016 Student Handbook.

*Center on Disability:* Students who believe they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their accommodation form and specific needs as soon as possible, but preferably within the first week of class. If you need to request reasonable accommodations, but do not have an accommodation form, please contact the Center on Disability, room BG-39, phone number 215-751-8050.