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**Instructor:** Dacia Clark, Lecturer  
**Office:** Kelce 201 E  
**Hours:** Available by appointment, email, text, phone  
**Phone:** Cell 785-445-2537  
**E-mail:** [dclark@pittstate.edu](mailto:dclark@pittstate.edu) I can also be messaged through Canvas

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### **Textbook**

Entrepreneurship: The Art, Science, and Process for Success 4<sup>th</sup> Edition  
ISBN: 978126406407

### **Catalog Course Description**

An introduction to the process of business start-up with special attention paid to planning, financing, starting, and managing a new business.

### **Prerequisites**

None

### **Course Objectives / Learning Outcomes**

- Define and discuss basic business terms and concepts
- Demonstrate an understanding of the American free enterprise system
- Demonstrate an understanding of business interaction, responsibility, and trends in the current global environment
- Differentiate and possess a basic understanding of different business functions such as management, human relations, marketing, and finance
- Understand and respect the need for ethical decision making
- Demonstrate an understanding of the different legal structures of business organizations
- Explore various career opportunities in the field of business

Modules will be opened 2 weeks in advance of their due date.

### **Teaching Methods**

Face-to-Face course – information will be delivered in class but will be supplemented with the help of the CANVAS online learning management system.

## **Attendance Policy**

Attendance is required and roll will be taken each class period. Five (5) unexcused absences will result in the loss of a letter grade. Class exercises/homework/quizzes missed as a result of an **unexcused** absence can not be made up. If you will be absent from class, notify the instructor **in advance**.

## **Classroom Conduct**

Classroom courtesy is not only expected but enforced.

- Be **on-time** for class
- Do not talk or leave the room during class, unless emergency
- Do not pass notes, make noises, or allow your cell phone to ring
- No texting or use of cell phone unless permission has been granted
- Students are expected to act professionally in all communications with the instructor and with other students in discussion forums.

## **Academic Integrity**

All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current Syllabus Supplement. Please familiarize yourself with these rules and guidelines. In addition, as a course offered through the Kelce College of Business, students in this class are obligated to adhere to the college's Student Code of Ethics as outlined below.

Students pledge to:

- Arrive on time, remain until dismissed at all class sessions, and notify instructors in advance of anticipated absences, late arrivals, or early departures whenever possible.
- Turn off cell phones or other electronic devices while in class, unless permission to use them has been granted.
- Refrain from class disturbances.
- Refrain from use of profane or vulgar language in a threatening or disruptive manner.
- Treat fellow students, staff, faculty, administrators, and property with respect.
- Refrain from giving or receiving inappropriate assistance.
- Prepare assignment and exams honestly, refraining from such unacceptable conduct as plagiarism or unacknowledged appropriation of another's work in any academic work.
- Obey the policies, regulations, and laws of the United States of America, the State of Kansas, The Kansas Board of Regents, Pittsburg State University, and the Gladys A. Kelce College of Business.

- If a student observes someone committing dishonesty in connection with academic work, the student is encouraged to report that dishonesty to the appropriate individual (ex, faculty member or administrator).

## Students with Disabilities

Please inform the instructor if you have a learning or physical disability that interferes with course requirements. Assistance and/or appropriate accommodations may be available through the Center for Student Accommodations. The coordinator, can be reached at 620-235-6584 and is located in 218A Russ Hall.

## Inclement Weather

If the university calls off class due to inclement weather, this class will **NOT** meet in person. The instructor may provide the opportunity for Zoom on those days to answer questions/study session for test but it will not be mandatory.

## Course Evaluation Method

Points will be awarded for discussion forums, individual assignments, quizzes and tests. Modules will be unlocked at least one (1) week prior to the assignment due dates.

Chapter quizzes will be given via the CANVAS Learning Management System. Students will have the opportunity to take each quiz a maximum of two times. Points for the quizzes may vary but will typically be worth 30 points. Students have two attempts at each quiz, with the highest score counting towards their grade.

There will also be a final project in this class which will be to write a business plan. We will be doing things all semester in order to get to this point. I will provide more details about this project as we move throughout the semester.

The standard grading scale for this course is:

90% to 100%	= A	60% to 69%	= D
80% to 89%	= B	Below 60%	= F
70% to 79%	= C		

## How to Succeed in this Course:

To take full advantage of the ways this course is different – and hopefully better – at helping you learn the subject matter effectively, you should do the following things:

1. **DO pay attention to the learning outcomes listed in each module.** The learning outcomes tell you exactly what you need to learn or do to succeed. They are cues to help you focus your time and attention.
2. **DO take quizzes twice.** You have two attempts on the graded quizzes, and your highest score counts. The quizzes are a learning activity, not just a test to see what you know. After you take each quiz, you will see which questions you missed and where to continue studying so you can learn the material better. You should use this information to focus your studying, so the second quiz attempt goes better.
3. **DON'T wait until the last minute for your first attempt at the quizzes.** When you take the module quiz, you get information about where you need to focus your attention. As your instructor, I can also see

where you're struggling and offer help. If you wait to the last minute, I may not have time to help before your final quiz is due.

4. **DO respond to me when I offer to help.** I will be monitoring your performance, and for time to time I may reach out to you personally to offer help or encouragement. When you respond, we can work together to improve your understanding, which is the point of this course.
5. **DO reach out to me when you need help.** I am a resource for you in this course. Do not hesitate to reach out if you are struggling with the subject matter or course requirements. When you reach out, we can work together to keep you on track for success.
6. **DO be respectful of others.** As in any educational setting, I expect everyone in the course to be respectful of other people as well as their academic work. This applies in all interactions online and/or in person.

## Course Requirements

This course requires your participation in the following activities:

- Complete the quizzes at the end of each chapter, keeping in mind that you can take them twice to optimize your grade.
- Submit required discussions and assignments on time.

## Syllabus Supplement

Additional information as it pertains to university policies and contact information can be found in the Spring 2021 Syllabus Supplement, which is located on the Registrar's website:

<https://www.pittstate.edu/registrar/files/documents/12-3-20-spring-syllabus-supplement.pdf>

### Note:

**The instructor reserves the right to amend and to reorganize this syllabus at any time.**

## **Class Schedule**

Week 1	August 23 & 25	Overview of the Class & Chapter 1: The Twenty-First-Century Entrepreneur
Week 2	August 30 & Sept 1	Chapter 2: Individual Leadership and Entrepreneurial Start-Ups
Week 3	September 6 & 8	Chapter 3: Business Idea Generation and Initial Evaluation
Week 4	September 13 & 15	Chapter 4: External Analysis & Test #1
Week 5	September 20 & 22	Chapter 5: Business Mission and Strategy
Week 6	September 27 & 29	Chapter 6: Analyzing Cash Flow and Other Financial Information
Week 7	October 4 & 6	Chapter 7: Financing and Accounting
Week 8	October 11 & 13	Chapter 8: Business and Financial Analysis
Week 9	October 18 & 20	Chapter 9: Legal Issues with a New Business & Test #2
Week 10	October 25 & 27	Chapter 10: Human Resources Management
Week 11	November 1 & 3	Chapter 11: Marketing
Week 12	November 8 & 10	Chapter 12: Establishing Operations
Week 13	November 15 & 17	Chapter 13: Exit/Harvest/Turnaround
Week 14	November 22 & 24	HAPPY THANKSGIVING! (NO CLASS THIS WEEK)
Week 15	Nov. 29 & Dec. 1	Chapter 14: Franchising and Purchasing an Existing Business
Week 16	December 6 & 8	Finish up project and study session for final
Week 17	December 13	Final & Business Plan Project Due