

# BUS D055.63Z: Intro to Entrepreneurship

DE ANZA COLLEGE EBUSINESS, COMPUTER SCIENCE & APPLIED TECHNOLOGIES  
DIVISION (CRN 00288) Winter 2025 -5 units

## INSTRUCTOR INFORMATION

### **Instructor**

Kimberlee Andrews-Bingham,  
MSW, MBA, EdD

### **Email**

You can connect through  
Canvas Inbox (preferred) and  
[Andrewskim@fhda.edu](mailto:Andrewskim@fhda.edu)

### **Office Location & Hours**

Monday 10am - 12pm via the  
zoom link provided on the  
course home page.

**Website for class materials:** Canvas (all registered students will have access)  
<https://deanza.instructure.com>, use your CWID and Password.

**Mobile Apps:** App store: Instructure Canvas

### ***Course Description:***

This course provides students with an introduction to the potential and pitfalls of entrepreneurship. Students will learn about the various methods for starting up, managing and financing a new venture. Students will get a chance to evaluate real world business plans and videos of entrepreneurs. This course will help develop entrepreneurial thinking and examine management skills needed in business.

### ***Student Learning Outcomes:***

1. Examine the steps required, the support available, and the tactics commonly employed by entrepreneurs starting a business.
2. Critically evaluate business plans in terms of feasibility, investment potential, risk, and completeness.

### ***Requisites:***

Advisory: English Writing 211 and Reading 211 (or Language Arts 211), or English as a Second Language 272 and 273.

### ***Required Text and materials:***

#### **Prescribed textbook:**

- **Entrepreneurial Small Business**, Jerome A. Katz and Richard P. Green, 6th edition, McGraw-Hill/Irwin, 2018. ISBN: 9781259573798. Note: Do NOT get an international edition of this text. You can, however, use an earlier edition of this text (5th should also work fine).
- I will be providing you with detailed PowerPoints for each chapter. I will also provide links to relevant videos and articles.
- The digital version of the book is available to rent for \$52.00 from the publisher or at the De Anza bookstore.

### ***Class Information:***

- This is an online course. All coursework will be posted on Canvas at <https://deanza.instructure.com> including assignments and quizzes, discussions, and final exams. (Link to Canvas is also available in MyPortal on your Student Tab) You will have to be

registered to access coursework on Canvas. If you need help with how to use Canvas, please go to <https://deanza.instructure.com/courses/1106>.

- If you have any other Canvas- related issues De Anza offers Canvas help 24/7: Monday-Friday (8:00 am-5:00 pm) - Contact the De Anza Online Education Center at 408.864.8969 and After Hours Only: You can contact Canvas Support when our Online Education Center is closed, including weekends: 1-844-592-2207

### ***Course Requirements:***

**Reading:** Each week, you will have approximately two chapters to master. You should read the assigned text chapter, complete the assignment, and then submit a post in the chapter discussion forum. You can print out the lecture slides and use them as the study guide for the chapters.

**Individual and Group Assignments (155 Points):** You will be expected to answer questions in chapter assignments. The assignments are varied; they involve tasks such as pre-course surveys, self-assessments, web research, video case studies, a team problem, conducting interviews, roleplay exercises, and course evaluation. Points earned in the assignments will be evaluated according to the Assignment Rubric provided. All requirements, such as due date and times, as well as minimum word count requirements, must be met to earn points. A rubric is posted in Canvas.

**Late Assignment Policy:** Assignments are expected to be completed by the due date and feedback will be given within seven business days of the assignment due date. Late assignments will be accepted only if you have sought prior permission from the instructor and you have a genuine reason for the delay in submission (going on a holiday is not a valid reason). Late assignments turned in without any prior notification within four days of the due date will be graded, but a 5% penalty per day will apply to any late assignment. Assignments submitted four days after the due date will not be accepted. Group assignments have to be submitted on time, and no late submissions will be accepted.

**Chapter Discussion Forums (115 Points):** Each week, you will also be expected to contribute to and participate in chapter discussions. These discussion forums allow you to demonstrate your understanding of course concepts and learn from the experiences of your classmates. Points earned in the discussion forum will be evaluated according to the Discussion Rubric posted in Canvas. You have to also post a reply to at least another student by clicking on their post. (Note: The instructor is looking for quality AND quantity.)

**Quizzes (130 points):** There will be five equally weighted quizzes spaced evenly throughout the quarter. Each one will cover material in the assigned reading. These quizzes may include, but are not limited to, multiple choice, matching, True/False, short, and medium answer questions. Of the 5 quizzes, 4 will count, and your lowest quiz score will be dropped. There will be no make-up for a missed quiz.

**Final Exam: (100 Points):** The final exam will cover all chapters covered during the course.

**Extra Credit:** You will have opportunities to earn extra credits. Details will be posted in Canvas.

### ***Grading:***

### **Assignment Weights (Excluding Extra Credit)**

Assessment	Point Value	Weightage
5 Quizzes @ 25 points each (plus syllabus quiz)	130	26%
Assignments and Activities- Individual & Group	155	31%
Chapter Discussion Forum/Reflection	110	23%
Final Exam <i>(plus 5 points extra credit)</i>	100	21%
<b>Total Available</b>	<b>500</b>	<b>101%</b>

### **Points Associated with Letter Grades**

Total %	Letter grade	Total %	Letter grade
97% or above	A+	77%-79.9%	C+
93%-96.9%	A	70%-76.9%	C(C- does not exist)
90%-92.9%	A-	67%-69.9%	D+
87%-89.9%	B+	63%-66.9%	D
83%-86.9%	B	60%-62.9%	D-
80%-82.9%	B-	59.9% or below	F/FW

All assignments (quizzes, assignments, discussion forums and final exam) are due by the specified due date. Please note that these are hard deadlines and will not be changed. They are all to be completed online. Also, the exams are timed. Once you start taking an exam, you must finish within the allotted time. **DO NOT LOG OFF AND ATTEMPT TO TAKE THE QUIZ/EXAM AT ANOTHER TIME!** The clock will not restart and your time will run out. Please do not use your mobile phones to take your tests and exam.

#### **Tips for Success:**

***Online classes are designed to help students with busy schedules. These are a few steps to boost your performance:***

- Understand technical requirements so that you can access Canvas and the files.
- Read the prescribed reading each week and complete the assignment and participate in the chapter discussion by the due dates.
- Stay organized. You will have to figure out what works for you. Create a schedule and manage your time so that you can stay on top of your assignments. You have to dedicate time to study and complete assignments. Review each due date and schedule your work so you do not miss any activity or the deadline.

- In your chapter discussion forums, participate early. If you wait too long you may not have anything unique to add and you will have the pressure of reading a lot of posts and coming up with something “new”.
- Set aside a good workspace that is quiet, has a good internet connection and is free of outside interferences.
- ***Studying online does not have be done in isolation.*** Feel free to contact me if you need clarification about any activity, need more information, if you need any help - you can connect with me through Canvas Inbox, come to my office hour (no appointment needed) or make an appointment to meet at another time. I check emails daily during the quarter but not so frequently during weekends. You can also connect with your peers by posting your questions and sharing your thoughts in a designated student chat room - ‘Student Café’ in Canvas. You can schedule study sessions with your peers as well at DeAnza campus.
- **Communication is key** - I am here to help you complete this course successfully and enjoy your learning experience so the key is communication. Please do not hesitate to email, call or come during my office hours if you want any clarification, or help in assignments, test preparation or if you want to talk about your entrepreneurial plans.
- Need help: You can also contact the tutorial center at De Anza. The tutorial center has Study Skills workshops. The schedule is posted under academic skills:  
<http://www.deanza.edu/studentsuccess/>. (These workshops are free!)

### ***Important Dates:***

- Official start of class: 1/6/2025
- Last day drop w/o "W" 1/19/2025
- Last day drop w/ refund 1/19/2025
- Last day for drops 2/28/2025

Confirm these dates by checking De Anza academic calendar online

- Final exam due March 16 (no late submissions accepted)

Please contact De Anza’s Record Office if you have any questions. The instructor has no access to students’ personal accounts.

Based on the De Anza Student Handbook, a student must have completed at least 75% of the course assignments to request an incomplete on the transcript. If a student wants or needs to drop the class, the student is solely responsible for dropping the course. See De Anza’s policies and deadlines for attendance and drop/add/withdraw calendar on My Portal by clicking on your course, then “menu” and “essentials,” you should see the dates for the Spring quarter.

The drop date is enforced. **Title 5, section 58004I requires that each district drop all students who are inactively enrolled in the course by the end of the business of the day immediately preceding the census date.** Section 58004I(1)-(3) states that inactive enrollment occurs when a student has been identified as a “no show,” officially withdraws from the course, or has been dropped for no longer participating in the course.

Withdrawing from the class is the students’ responsibility. **See De Anza’s policies and the deadline for attendance and drop/add/withdraw at**

<http://www.deanza.edu/policies/attendance.html> and <http://deanza.edu/calendar/>

For those students who add the class with an add code, the record of assignment submissions and participation maintained by the instructor begins with the day the students are given the add code by the instructor.

***Online Class Etiquette:***

The Canvas platform created for our class is a learning environment. Students should respect fellow students, participate in class discussions, and also respect the learning of others. “If you wouldn’t do or say something in real life, don’t do it online either”.

(blogs.onlineeducation.touro.edu).

***Academic Integrity:***

Students are expected to adhere to the tenets of the Foothill/De Anza Community College District Student Code of Conduct. Cheating/Academic Dishonesty will not be tolerated; this includes copying the work of another student’s assignment or discussion posts and cheating on exams. Instances of cheating/academic dishonesty will be dealt with in accordance with De Anza College’s policy, and may result in an “F” grade for the course. If you are uncertain what acceptable behavior is, refer to the Student Handbook on Academic Integrity <https://www.deanza.edu/studenthandbook/academic-integrity.html>

***Disability Support Services:***

For information or questions about eligibility, support services, or accommodations to disability (physical or learning disability), please contact:

- Disability Support Service (DSS): Email [dss@deanza.edu](mailto:dss@deanza.edu) Phone: (408) 864-8753.  
The DSS may be operating remotely this quarter. If they are still working remotely, you can still speak with your counselor by phone, email, or Zoom videoconference.
- Educational Diagnostic Center (EDC): Phone (408) 864-8839
- Special Education Division: Email: [www.deanza.edu/specialed](http://www.deanza.edu/specialed) Phone: (408) 864-8407

***FINAL REMARKS***

A key factor in achieving a successful outcome in this course is the willingness and commitment of students to read widely on the topics covered from academic and professional sources and to participate actively in chapter discussions regularly. Such students will not only enjoy the course but are more likely to achieve the learning outcomes of the course. I am looking forward to a great quarter!!

*See the next page for the Lesson Plan. For a more detailed list of activities and deadlines, please refer to Overview of the lesson plan, grades, assessments, and deadlines in the Canvas module titled ‘Overview.’*

## **\*\* Lesson Plan**

<b>Date</b>	<b>Topic &amp; Readings</b>	<b>Activities &amp; Quizzes</b> <i>Each week has several assignments such as a chapter discussion, quiz, business owner interview project, or other assignments. See Canvas modules for more on assignments, but quiz weeks are listed below.</i>
<b>Week 1</b>	Course overview Small Business: Varieties and Impacts (Ch1)	First discussion post due - see Canvas for due date.
<b>Week 2</b>	Entrepreneurs: Characteristics and Competencies (Ch2) & Business Ideas: Creativity, Opportunity and Feasibility (Ch4)	Quiz One (1, 2, 4)
<b>Week 3</b>	Small Business Entry: Paths to Part-Time and Full Time Entrepreneurship (Ch5 & Ch6)	
<b>Week 4</b>	Business Plans (Ch8) & Small Business Strategies (Ch7)	Quiz Two (5, 6, 7)
<b>Week 5</b>	Unique Marketing Issues - Product (Ch9) & Promotion (Ch10)	
<b>Week 6</b>	Unique Marketing Issues contd - Pricing, Distribution and Location (Ch 11)	Quiz Three (9, 10,11)
<b>Week 7</b>	Small Business Accounting - Projecting and Evaluating Performance (Ch12) & Cash - Lifeblood of the Business (Ch13)	
<b>Week 8</b>	Small Business Finance - Using Equity, Debt and Gifts (Ch14) & Inventory and Operations Management (Ch15)	Quiz Four (12, 13,14)
<b>Week 9</b>	Risk Management & Insurance (Ch16)	
<b>Week 10</b>	Legal Issues: Recognizing your small business needs (Ch17)	Quiz Five (15,16, 17)
<b>Week 11</b>	Human Resource Management: Small Business Considerations (Ch18)	
<b>Week 12</b>	Final Exam	Comprehensive Exam - Deadline Wednesday, March 26