Nashville State Community College

Master Course Syllabus

Updated Spring 2023

Course Information

Business, Management and Hospitality Division
Business Program
Business Plan Fundamentals
ENTR 2200
[Academic Calendar](#)

Instructor Information

Name:
NSCC Email:
Phone:
Office Location:
Office Hours:
Class Session Zoom Link (if virtual):

Course/Catalog Description

An introduction to business planning. The students will assess business strengths and weaknesses; collect and organize market data; develop a business plan, marketing plan, and financial plan. **Prerequisite(s):** [ENTR 1600](#), [ENTR 1700](#), [BUSN 2380](#)

Course Delivery

Online: ENTR 2200-W60 is an NS Online course in which all the content and interactions will be accessed through the [NS Online/D2L](#) course. Your required assignments will be uploaded into the appropriate Assignment Dropbox folders or completed in Discussions.

1. There is not a requirement to be on any NSCC campus.
2. There are no virtual meetings or class sessions (i.e., Zoom or other meeting sites).
3. This course does not have required proctored testing, so you do not need HonorLock or Respondus Lockdown Browser installed on your computer.

Credit Hours: 3 credits
Prerequisites: [ENTR 1600](#), [ENTR 1700](#), [BUSN 2380](#)

Course Policies

This syllabus sets forth the expectations for course content, work, and grading as well as expectations for student performance and conduct. The syllabus does not constitute a contract between the student and the instructor or the College. The information contained here is subject to change at any time. Students will be notified if any changes are made. Though

changes are possible, it is expected that the course will be conducted as described in this syllabus.

Purpose of the Course
This course is basically the Entrepreneurship Concentration capstone course.

1. The intent of this course is for you to use the information and files you created in ENTR 1600 and 1700 and BUSN 2380 and the knowledge you gained in your other business courses to complete a business plan for your actual or fictional business.
2. This course does not have tests, a mid-term, or a final exam.
3. The major project for the course is your business plan which is 30% of your course grade.
4. You are expected to actively participate in the course, submit assignments by the due dates, contribute as individuals in the Discussions to support your peers in developing their business plans, use the online resources to communicate with your instructor and classmates, and practice effective time management and project management skills to complete your business plan.

Structure of the Course
The first consideration for the structure of this course is that it is 15 weeks of work in a 7-week format.

Thus, you will be completing two textbook chapters per week, 10 chapter homework assignments, 10 Discussions assignments, five case studies, a business plan PPT presentationand video, and a business plan in 7 weeks. This is a lot of work.

There are no predetermined class meeting times, but you are expected to communicate with your instructor and peers as needed and as required in the course assignments.

Weekly assignments are available from the beginning of the course and are due Sundays by 11:30 PM. You will be building the major components of your business plan as you progress through the course. The last week of the course does not have any Dropbox or Discussions assignments other than completing your business plan PPT presentation, video, and Business plan. These three assignments must be posted in the Assignment Dropbox by Friday March 3 by 11:30 PM.

Required Textbook(s) & Other Materials:
Once enrolled, all students should verify that they have the correct textbook and materials information by consulting the NS Online/D2L shell for the course.

Textbook(s): Preparing Effective Business Plans: An Entrepreneurial Approach, (Second Edition), Author: Bruce R. Barringer. Ph.D.

This is a digital textbook which will be loaded in your course and available the first day of the term.

ISBN: 13: 978-0-13-377362-0
Access Code: N/A
Reference Materials: N/A
Supplies: N/A

Textbook Information

Before courses begin, you should make sure you have the correct textbook and materials for each course. You can look up your courses on the [bookstore's website](#) using your A# or by entering your course information.

To ensure the lowest cost for students, this course includes a materials fee. This means that your required eTextbook for this course is available through your *NS Online* course shell. When you register for this course, the charge will appear on your account. If you decide you do not want to purchase the course materials embedded in *NS Online*, you can opt out of the program until the end of the second week of classes. If you opt out, you will be responsible for obtaining the required course materials on your own. For more information, please visit the [NSCC Bookstore](#) at www.nscc.edu/dcm.

Accommodation and Accessibility Needs

If you are registered with the [Access Center](#) and require an alternate format for the textbook and other course materials, please contact the Access Center as soon as possible at 615-353-3721, 615-353-3741, or accesscenter@nscc.edu.

Honors Option

Honors credit is available in some classes. If you are interested in participating in the Honors Program, please contact your instructor within the first four weeks of class.

Learning Objectives (Course Level Learning Outcomes)

To successfully complete this course, the student is expected to:
1. Prepare a business and products/services statement to define their business.
2. Describe essential entrepreneurial characteristics, behaviors, and personal criteria
3. important to business success.
4. Evaluate their business concept against the "ideal" model business characteristics.
5. Identify, discuss, and explain the legal requirements for starting and growing a business.
6. Develop management, marketing, financial, and business plans for a business.

Competencies:

The following are general education or detailed course competencies intended to support the course outcomes:
1. Explain and justify the proposed business and its products/services.
2. Describe essential entrepreneurial characteristics and behaviors.
3. Identify skills and expertise necessary for business success.
4. Assess personal strengths and weaknesses.
5. Complete an evaluation of a business concept against personal criteria.

6. Evaluate the compatibility of personal goals and the business concept.
7. Identify personal preferences, interests, and talents.
8. Identify personal and career goals and evaluate the compatibility of personal and career goals.
9. Evaluate business concepts against the ideal business.
10. Identify and discuss outside resources for business assistance and expertise.
11. Develop a management plan for a business
12. Explain and discuss the legal requirements for a business
13. Develop a marketing plan for a business.
14. Develop a product and/or service plan for a business.
15. Develop a financial plan for a business.
16. Prepare and present a business plan.

Topics to Be Covered
1. Concept Statement
2. Reasons for Writing a Business Plan.
3. Developing and Screening Business Ideas
4. Feasibility Analysis
5. Executive Summary and Description of the Business
6. Industry Analysis.
7. Market Analysis.
8. Marketing Plan.
9. Management Team and Company Structure.
10. Operations Plan and Development Plan.
11. Financial Projections.
12. Presenting the Business Plan

Course Policies
As students in this course, you should strive to demonstrate your knowledge and skills in completing the course requirements. This is the capstone course for your Business degree and evaluates your competency of the key learning outcomes of the seven prerequisite courses, ability to use critical thinking, teamwork and leadership skills, and communication skills. As a NSCC student working in an online environment, you should be courteous, thoughtful, detailed, diligent throughout your coursework. Lack of initiative or motivation will surely impede your opportunity to complete this course successfully.

Student Responsibilities
Your goal should be for you to excel in this class and to use skills you have developed by completing the courses in your Entrepreneurship Concentration in the Business degree curriculum which are necessary for you to succeed in starting and/or operating your own business.

However, you have the major responsibility for doing well. Achievement of course objectives will require you to know what you need to do to improve your performance and actually do it.

You are expected to research all materials and software needed to complete your course requirements, and apply the feedback returned to you. This course requires your active participation in completing the individual dropbox assignments, case studies, discussions, a PPT presentation, and your business plan. As our 7-week term progresses, you should be able to implement ideas to improve your work in the course. In addition, you are expected to ask questions to clarify expectations, evaluations, or other aspects of the course not clear to you. Nashville State provides many student resources for academic and personal support; see the "Nashville State Community College Resources" section of this syllabus for more information.

Academic Integrity and Student Authentication

This course requires a lot of individual writing, communication, and creativity. It is perfectly acceptable to use resources and use information from the Internet such as graphs, statistics, research, and photos, but you must identify them and give credit where it is due. Otherwise it could be considered plagiarism resulting in a possible loss of points for the assignment. Please refer to the expectations for academic integrity and consequences for academic misconduct listed below in this syllabus.

Time Management/Expectations

This online course may require approximately 6-12 hours per week to read and review the textbook chapters, complete the necessary assignments, and work on your business plan PPT presentation and business plan. Just like in face-to-face courses, students may be expected to spend 2-4 hours of homework per credit hour on average in a college course. Associated weekly readings and assignments will also be expected to be completed quickly so plan accordingly. **Pro Tip:** Treat this course like a part-time job and set aside several hours a week to dedicate to completing your projects and weekly assignments. This is a challenging course, but with the proper work ethic you will meet the course requirements and successfully pass this course.

Late Work

Please note you are expected to complete the Dropbox and Discussions assignments by the listed due dates. Missed assignments may cause a loss of points. If you have to submit work past the due dates and you know in advance please contact me to discuss completing the assignments or other activities that the class will complete. If you cannot communicate prior to the due date, please contact me as soon as possible to determine when you will make-up the work.

The due dates for the Dropbox and Discussions assignments are not end dates, so you can submit them after the due dates. However, as stated above, assignments submitted after the due dates may cause you to lose Attendance and Participation points. Again, please contact me as it helps me to know if you are having problems, challenges, or life issues when your work is not submitted by the due dates and how I can assist you in successfully completing the coursework.

Student Netiquette

I expect you, and your peers, to act as professionals throughout the entirety of the course. This includes posting weekly contributions for Dropbox and Discussions assignments, communications, and meeting of all established due dates. In this course, you are expected to comply with the NSCC Standards for Netiquette, which emphasizes respect, dignity, and integrity.

As another resource see this site: http://www.albion.com/netiquette/corerules.html

Assignment Descriptions

For each of the activities listed below, be sure to follow the due dates listed in the **Course Schedule**, which is available in the "Getting Started" module under Content in the course. Missed activities may result in a loss of points and a subsequent reduction in your course grade. See the Late Work section of this syllabus.

Formative Assignments

- Assignment Dropbox – These assignments are used to assess your understanding of the essential learning in each chapter of the course textbook.
- Discussions - The purpose of each the discussion is for you to post one of the major components of your business plan for review by your instructor and your classmates. You are expected to contribute to the discussions by replying to three of your classmates' postings.
- Case Studies – The purpose of the case studies is to expose you to entrepreneurs who were faced with multiple challenges and found a way to make their business successful. The takeaway is how will you apply what you learned from the case studies to making your business successful.

Summative Assignments

These assignments are final submissions and will be graded according to the provided rubrics for each assignment.

- Business Plan PPT Presentation and Video: This assignment is a visual summary of your business plan. The intent is for you to create a PPT presentation of your business plan and record a video presentation of you presenting it as you would to a banker or an investor. This assignment is 5% of your course grade. Please see the Business Plan PPT Presentation instructions and rubric to properly complete this requirement.
- Business Plan: This assignment is the culmination of completing the Entrepreneurship Concentration in the AAS Business Degree. Your business plan should be a minimum of 20 pages excluding the cover page and references page. This assignment is 30% of your course grade. Please see the Business Plan instructions and rubric to properly complete this requirement.

Grading Policy and Feedback

There are several gradable elements in this course and your grades will come from the formative and summative assessments listed above. Be sure to follow the associated rubrics. You will receive positive feedback on each of these assessments from your instructor to improve your work and you should strive to reflect and improve your own learning when given these opportunities.

Rubrics

This class uses rubrics. A rubric is a scoring guide for assignments that details criteria for earning points. The intent of the rubric is to provide positive feedback to you to explain how your grade was calculated and to show you how you may improve your grade on the current assignment and/or following assignments.

Grading Scale and Weighting

Grade Weighting:

Each assignment in the course will count towards a calculated weight distribution.

- Attendance and Participation = 100 points = 10%
- Introduction: in Discussions = 50 points = 5%
- Application Questions 10 @ 10 points each = 100 points = 10%
- Review Questions 10 @ 10 points each = 100 points = 10%
- Discussions Postings 10 @ 10 points each = 100 points = 10%
- Case Studies 5 @ 40 points = 200 points = 20%
- Project PPT Presentation & Video = 50 points = 5%
- Business Plan = 300 points = 30%

  Total points = 1000 = 100%

Grade Scale
- A = 90%-100%
- B = 80-89%
- C = 70-79%
- D = 60-69%
- F = below 59%
- FA (never withdrew)
- FN (never attended)

According to NSCC policy, an FA is awarded to students who do not officially withdraw from a course and do not attend after the cut-off date provided in the academic calendar. Please refer to the current academic calendar available on the Nashville State web site, looking for the date that indicates it is the "Last Day to Earn F for Attendance (FA) Students who stop attending on or before this date receive an FA; students who stop attending after this date receive an F. An FN is awarded to students who never attended class.

For online courses, attendance is defined by submission of assignments. Students who fail a course and whose last assignment is submitted on or before the FA date will earn an FA for the course. Students who fail a course and whose last assignment is submitted after the FA date will earn an F for the course. An FN is assigned to students who do not submit any assignments.

Technology Statement

- All classes at NSCC are web enhanced.

- It will be essential for students to have access to a computer and an internet connection to complete assignments, engage in online discussions, and access various course materials and technologies through NS Online/D2L course shells.

- Students may also be required to use free video conferencing platforms (ex: Zoom, Teams) for classes and meetings.

- Students will be responsible for appropriate dress while on video, to ensure a distraction free environment (mute sound as needed) and to ensure their background is neutral for others to view.

- If you have questions or concerns regarding access to a computer or internet resources, please review Nashville State's Laptop Loaner Program and Internet Access information or contact your instructor.

- Certain publisher materials or supported technologies may not work on cell phones, mobile devices, or Chromebooks.

Minimum Technology Requirements

Students taking courses that utilize online learning will be required to access a reliable computer and high-speed internet. You should have or will acquire the following technology skills throughout this course:

1. Downloading and installing software applications.

2. Using Microsoft Office 365 (or similar alternative software) to draft and save in multiple file formats.

3. Copying and pasting between documents and D2L. To **select all** press and hold *Ctrl* (the control key) on the keyboard and then press the *A* on the keyboard. To **copy**, press and hold *Ctrl* and then press the *C* on the keyboard. To **paste**, press and hold down *Ctrl* and then press *V*.

4. Communicate effectively using a webcam and microphone in synchronous interactions using supported video conferencing tools (Zoom or Microsoft Teams) to participate in video conferencing sessions, view recordings, or create recordings (if applicable).

5. Using D2L to upload files, post to discussion boards, complete tests, and submit files and assignment entries (where applicable).

6. Using NSCC email accounts to communicate with your instructors.

If you need additional support with any of these technology skills, please schedule an appointment with the Learning Center to meet with a Tech Tutor.

You should also have access to the following software and hardware:

- Computer or Laptop; Chromebooks or mobile devices may not be sufficient.

- High-Speed Internet

- **Internet Browsers:** Google Chrome and Firefox are the recommended browsers to use with NS Online D2L.

- Install Office 365 (free)

- **Mandatory Accessory:** Webcam (built-in or external),

- Recommended Accessory: Noise-cancelling headphones/microphone (external, not one built into your computer)

- Student Wi-Fi Zones

    o White Bridge Campus

    o Southeast Campus

    o Clarksville Campus

    o Humphreys County Campus

NS Online/D2L

It is students' responsibility to check NS Online/D2L course shells for all enrolled courses and myNSCC, including student email, on a regular basis. These are the official communication channels between the college and students, who are responsible for the information communicated through those channels. NS Online/D2L contains specific course information and myNSCC contains information important for other purposes. To register or access Nashville State online courses, go to NS Online. NSCC web courses have a "W" section number. Any course ending with section number R50 is a TN eCampus course.

Student Email

Find student email within Office 365. Use your student email address as the login ID and your myNSCC password. Download the Microsoft Office suite once you are logged in by clicking the "Office 365" download link on the upper left.

ADA Compliance Statement

Nashville State complies with the Americans with Disabilities Act (ADA). Nashville State complies with the Americans with Disabilities Act (ADA) and so provides accommodations for students with a documented physical, emotional, and/or learning condition. If you require accommodations for any courses in which you are enrolled, contact the Access Center at 615.353.3741 or 615.353.3721, or e-mail accesscenter@nscc.edu. If you are registered with

the [Access Center](#) and require an alternate format for the textbook and other course materials, please contact the Access Center.

Academic Misconduct

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. Students are responsible for understanding and abiding by the [Academic Misconduct Policy](#) in the Nashville State Student Code of Conduct. In addition to other possible disciplinary measures that may be applied through regular college procedures as a result of academic dishonesty, the instructor has the authority to assign an "F" or a "zero" for the exercise, paper, or examination, or to assign an "F" for the course. Students may appeal through the appropriate college grade appeal procedures.

Classroom Misconduct

Nashville State Community College has a zero-tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary measures. Please review the [Nashville State Student Code of Conduct policy](#). Please be aware that children are not allowed in class or to be left unattended on campus.

Sexual Misconduct Policies

It is the policy of Nashville State Community College, in order to maintain an environment in which the dignity and worth of all members of the institutional system are respected, that sexual harassment of employees or students is prohibited. Such conduct is a form of behavior, which seriously undermines the atmosphere of trust essential to the academic environment. This policy is consistent with federal and state laws prohibiting sex discrimination. It is also a policy of the University that willful false accusation of sexual harassment shall not be condoned. Review [NSCC's Sexual Misconduct Policies.](#)

Copyright

Nashville State Community College urges everyone in its community to abide by the computer acceptable use policy and comply with copyright law. Copying or sharing music or other copyrighted material, including software, without a permissible copyright defense, such as Fair Use, or a valid license, is not only a violation of the colleges and the Tennessee Board of Regent's policies, but also illegal. It may have dire personal consequences and jeopardize the individual's continued enrollment or continued employment, as well as future job prospects.

[Acceptable Use Policy](#) (PDF)

Academic Early Alert System

Nashville State Community College uses an Early Alert System to let students know of a faculty member's concern in one or more of these academic areas: lack of attendance, lack of classroom participation, late or missing assignments, and/or poor performance on assignments/tests. *Please note that Early Alerts do not affect a student's academic standing. If you receive an Early Alert email, please see your instructor and your academic advisor as soon as possible.

Equity Statement

Nashville State Community College has a relentless commitment to the transformation of our institution through the intentional design of college experiences that expect and promote excellence from students, faculty, staff, and administration. We consider equity to be an obligation of higher education. We strive to ensure that each student receives what that student needs to be successful, with goals of success beyond the classroom. We do this through an evidence-based and collaborative effort, understanding that our student population has diverse needs that must be addressed. We recognize that this effort may not always be comfortable and that partnering with students is the driving force to overcome barriers to success.

Academic Freedom

"Teachers are entitled to freedom in the classroom in discussing their subject, but they should be careful not to introduce into their teaching controversial matters which have no relation to the subject." The preceding comes from the [American Association of University Professors' statement on academic freedom](). Though the entire statement speaks to many issues, it is this portion on the conduct of the course that is most relevant. This means that faculty members have the right to conduct their classes in a fashion they deem appropriate as long as the material presented meets the learning objectives laid out by the entire faculty.

Financial Aid and Attendance

The College is not an attendance taking institution as defined by [34 CFR 668.22(b)(1)]() in the Code of Federal Regulations; however, students are expected to attend all scheduled classes and laboratories.

- Absences in a course may affect a student's final grade.
- Tardiness may also affect a student's final grade.
- Students are responsible for all work/tests that occur during any missed class session(s) regardless of reason(s) for absence.
- Students who are sick or not well enough to attend class must notify the instructor as soon as possible before the scheduled class time, unless incapacitated or unable to do so. In that case, students must contact the instructor as soon as reasonably possible.
- If a student has an unavoidable conflict with a scheduled class session, students must notify the instructor, preferably before the class session, or as soon as possible.

For purposes of financial aid continued attendance is determined via engagement in the course. This can be accomplished in several ways including, but not limited to, continued attendance and/or participation in on-ground class sessions, participating in D2L as prompted (e.g., responding to an instructor's email, posting to a discussion board), and/or completing and submitting assignments.

Inclement Weather, Campus Closings, and RAVE

Emergency events can happen at any time, and Nashville State Community College wants to notify students if and when they occur. For this reason, all students have been enrolled in the

free RAVE alert system. Nashville State will use the RAVE alert system to send a text message to students, staff, and faculty about adjusted hours of operation and/or closings at individual campuses. All students should check the Nashville State web site home page at www.nscc.edu for announcements on campus closures, which may vary from campus to campus. Campus closures will also be announced on local television stations. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

Your RAVE Username is your NSCC email address. If you have never received an email from RAVE with your password, or if you need to reset your password, select "Forgot your password?" and a new password will be emailed to you. Should the RAVE system indicate "user not found", select Register and create your own RAVE account.

Even when campuses are closed, students are still responsible for completing all assigned work. When classes are cancelled, faculty will post online assignments and any additional instructions in the D2L/NS Online course shell. Check D2L/NS Online for a message from your instructor regarding your online assignment requirements. Faculty have discretion over adjusting deadlines or due date for assignments, but students are responsible for completing all assigned work by the due date established by the instructor.

Class Cancellation Policy

If the class is cancelled, the instructor will notify all students by posting in the NS Online/D2L course or e-mailing through NS Online/D2L. In the event of class cancellation, students must access NS Online/D2L to complete classwork and the assignment that will be posted in the course NS Online/D2L site.

Coronavirus Resources

Nashville State Community College continues to monitor COVID-19. We encourage faculty, staff, and students to remain vigilant with personal health. Please refer to the latest Coronavirus Resources for the latest updates at Nashville State Community College. Students who have been exposed to COVID-19 or who have tested positive must email virusinfo@nscc.edu.

- Latest news and updates
- Responsible Return to Campus Phase Plan
- Current status for campuses
- Campus safety requirements
- What students need to know (Phase 2 &3)
- How to self-report for COVID-19