

**Nashville State Community College
Business, Management, and Hospitality**

Master Course Syllabus

ENTR1600 - Entrepreneurship

The purpose of the syllabus is to tell you how the course is organized, what the expectations are, and how you will be graded. In addition, there is important information about how the college will operate during severe weather and how the college will communicate with you. The syllabus is not a contract. Instead, it is meant to help you succeed in this course. If any of the content changes during the semester, you will be notified.

Course information:

3 Credits

3 Class Hours

Semester Availability: Fall, Spring

Not part of a Tennessee Transfer Pathway

Course Description:

An introduction to entrepreneurship. Topics include economic, social, and political climate; demographic, technological, and social changes; skills, challenges, and rewards of entrepreneurship.

Instructor Information:

Name: Johnny Peppers

Email: johnny.peppers@nsc.edu

Office Phone: 615-642-8327

Office Location: Off Campus

Office Hours: By Appointment

Instructor Zoom Room link: <https://nsc.edu.zoom.us/j/8731465667?pwd=c0JiYnJkRFJsTXRBUIR5UWJKOWszdz09>

Class Session Zoom Link Information (if virtual): N/A

Required Textbook(s) & Other Materials:

Textbook(s): Portolese, Krause, & Bonner, Entrepreneurship, Version 1.0

ISBN: (Digital) 978-1-4533-9000-9

Supplies: Standard Word Processor, Dictionary, and Thesaurus

Once you have registered for your courses, you should make sure you have the correct textbook and materials for each course. Before courses begin, you can do this by looking up your courses on the bookstore's website (<https://www.bkstr.com/nscstore/shop/textbooks-and-course-materials>) using your A# or by entering your course information. If you are registered with the Access Center and need an alternate format for the textbook and other course materials, please contact the Access Center at 615-353-3721, 615-353-3741, or accesscenter@nsc.edu

Digital Course Materials: These ensure you pay less for your course materials and have easy access through D2L throughout the semester. When you registered for this course, the charge for these materials appeared 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 purchasing the required course materials on your own. For more information, please visit www.nsc.edu/dcm.

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

Course Outcomes: At the end of the semester, this is what you should know and/or be able to do:

- Discuss different aspects of entrepreneurship and the process it entails
- Apply traditional and e-commerce marketing techniques to promote a business
- Create a brand for yourself or your client in a niche market.
- Explain the role of entrepreneurship/new venture creation in economic development
- Evaluate your own entrepreneurial tendencies to create a new venture
- Analyze the various financial applications applicable to a start-up.
- Explain the e-business model (freemium /lite versions) impact on customer base and income streams.

Course Competencies:

The following are detailed course competencies, or specific skills or knowledge, intended to help you achieve the course outcomes:

- Describe how free-enterprise economies work and how entrepreneurs fit into them.
- Find and evaluate opportunities to start your own business
- Know what a business plan is, how to describe it, its components, and its audience
- Articulate core beliefs, mission, and vision.
- Analyze your competitive advantage, positioning, and market segment research
- Explain how marketing differs from selling.
- Combine the four P's—product, price, place, promotion—into a marketing mix.
- Find a way to add the fifth "P"—philanthropy—to your business
- Choose the attributes, pricing, and location of your product/service
- Handle customer complaints effectively and provide excellent customer service
- Analyze your fixed/variable operating costs, use break-even, and calculate gross profit.
- Create and read financial statements
- Perform a financial ratio analysis of an income statement and balance sheet
- Manage and forecast cash flow effectively.
- Understand the future value of money and calculate the present value of money.
- File appropriate tax returns for your business
- Explore your financing preferences.
- Identify the types of business financing.
- Compare the pros and cons of debt and equity financing.
- Identify sources of capital for financing your business
- Understand stocks and bonds as investing alternatives

- Choose a legal structure for your business
- Understand the importance of contracts and protect your intellectual property.
- Manage suppliers, inventory, technology, and product quality.
- Explain what makes someone an effective, ethical leader
- Recruit, manage and motivate your employee
- Determine how you want to grow your business and exit from it
- Explain how a business can be franchised.

The following are general education competencies intended to support the course outcomes:

- Email with attachments
- Save files in Word processors
- Cut and paste
- Work with two browsers simultaneously
- Use spreadsheets and presentation programs
- Submit assignments

Topics to Be Covered:

- How to define entrepreneurship
- How to write a business plan
- Market exploration
- Marketing plan
- Operational Plans
- Management and HR Plans
- Growth and Change
- Start-up costs
- Financial statements
- Taxes
- Financial strategy
- Legal Issues
- Managing Risk
- Ethical practices
- Succession practice

Course Assessments: We will use the following assessments to demonstrate your understanding, knowledge, and skills:

Discussions

The class will exchange ideas with each other using the online discussion board, much like we would discuss ideas in a regular classroom setting. Discussions are particularly emphasized in an online class to increase the sharing of ideas and create participation. To earn the full 20 points for each week you need to post two responses, one to the original and in response to a classmate. However, it must be a quality response and not less than 5 sentences. No credit can be given for late responses.

Chapter Exit Slips

At the end of each chapter (and the end of the course), you will discuss three (3) things you learned from the chapter, two (2) items within the chapter concepts that you found interesting, and one (1) question you still have about the chapter's contents. Your posts should provide enough information

about what you learned that I see that you learned a critical part of the concept. Your posts should provide enough information about what you found interesting for me to be able to ascertain why you thought that concept was interesting to you. Everyone should have a question to ask. I have been teaching this class for a decade and have been an entrepreneur for over 22 years. I still have questions. Your question should show critical thinking beyond definitions or the textbook's applicability. I always recommend writing down questions when you read the chapter. To earn the full 15 points, you will need to make sure your posts include critical thinking. A response to other students is not required, but they are encouraged.

Dropbox Assignments

These written exercises incorporate specific content covered in the chapters of the textbook and test your ability to analyze a scenario, apply learned material to a situation, and use your critical thinking skills. There will be 6 of these types of written assignments and thoroughness will be the key component in the grading process. See the schedule and the assignment area for instructions and deadline details.

Chapter Quizzes

There will be a required quiz at the end of each chapter. The quiz will consist of 10 questions and are 10 points each. You can take the quizzes as many times as you wish, and the highest grade will count for the gradebook. The quizzes are due at the due date for each chapter but stay open for you until the end date of the last midterm exam chapter (Chapter 6) and the last final exam chapter (Chapter 12). These quizzes will make up 120 points of your final grade. These quizzes are not proctored and can be taken from anywhere you have access to the D2L.

Chapter Exams

There will be 2 exams throughout the semester - plus a common assessment exam. These exams will make up 440 points of your final grade. These exams must be proctored at a testing center, either at an NSCC campus or elsewhere. If elsewhere, make sure you contact your instructor for how to get an offsite testing center approved. It takes time to get this done, so this must be done PRIOR TO THE WEEK OF THE EXAM. If we are in COVID protocols, we will use the HonorLock system for exam taking, so make sure to install HonorLock on your computer at the beginning of the term (just in case).

LinkedIn Learning (Bonus points)

LinkedIn Learning is a wonderful online training tool that is available to all students of Nashville State. Completing a minimum 4-hour course during the semester will earn you 50 bonus points. Simply email the Certificate of Completion to your instructor before the last scheduled day of classes in the semester. The News Feed has all of the specifics on how to access this service.

Grade Distribution	
Grade	Score
Student Introduction	5
Discussions/Case Studies (12 @ 20 points each)	240
Chapter Quizzes (12 @ 10 points each)	120
Chapter Exit Slips (13 @ 15 points each)	195
Midterm Exam (Chapters 1-6)	200
Final Exam (Chapters 7-12)	200

Grade Distribution

Grade	Score
Common Assessment Exam	40
Total Points Possible	1000
Bonus (LinkedIn Learning - see course newsfeed)	50

Grading Policy:

Assignments will be graded within two weeks of student submission. Comprehensive feedback will be provided in the D2L Assignment Dropbox and Discussion Forums and students are required to read the feedback

Grading Scale:

Letter Grade	Points Needed
A	900+
B	800 - 899
C	700 – 799
D	600 – 699
F	0 - 599

FA

If you stop attending class or if you are in an online class and stop submitting assignments, but do not turn in a withdrawal form by the deadline, you are still enrolled in class. You will be given a grade of FA, which means you have failed due to not attending class and not completing your assignments. 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).” If you stop attending your course after this date, you will receive an F.

FN

An FN is awarded if you have never attended your course or done any of the work in an online course.

Late Work Policy & Make-up Procedures for Missed Assignments and Work:

Late assignments will not be accepted. Please contact me at least 24 hours prior to the assignment due date regarding extenuating circumstances.

Attendance Policy

Students are expected to attend all scheduled classes and laboratories. Absences in a course may affect a student’s final grade. The student is responsible for all assigned work in the course regardless of excused or unexcused absences. Tardiness may also affect a student’s final grade.

In online courses, attendance is signaled by logging on to the D2L/NS Online shell, participating as prompted (e.g., responding to an instructor’s email, posting to a discussion board) and/or completing

and submitting assignments. Campus closures do not affect attendance and assignment completion in online courses.

General Policy

If you have been exposed to COVID-19 or have tested positive, you must email virusinfo@nsc.edu.

- *Absences in a course may affect your final grade.*
- *Tardiness may also affect your final grade.*
- *You are responsible for all work/tests that occur during any missed course session(s) regardless of reason(s) for absence.*
- *If you are not well enough to attend a course session (class), you must notify the instructor as soon as possible before the scheduled course time.*
 - *If you are unable to notify an instructor before the scheduled course time, you must contact the instructor as soon as reasonably possible.*
- *If you have an unavoidable conflict with a scheduled course session, you must notify the instructor before the course session.*
 - *If you are unable to notify an instructor before the scheduled course time, you must contact the instructor as soon as reasonably possible.*

Instructor's Policy

The attendance policy for this course is: Attendance is signaled by logging on to the D2L/NS Online shell, participating as prompted (e.g., responding to an instructor's email, posting to a discussion board) and/or completing and submitting assignments. Campus closures do not affect attendance and assignment completion in online courses.

For financial aid purposes, **attendance** is measured by participation in the course. Instructors can determine your level of participation in several ways. Some of those ways are:

- continued attendance
- participation in on-ground or virtual class sessions
- participating in D2L as prompted
- responding to an instructor's email
- posting to a discussion board
- completing and submitting assignments

Technology Statement

- All classes at the College are web enhanced. "Web enhanced" means that components of the course, such as assignments and online discussions, may be located online in the class D2L/NS Online course shell and used in the course, even if the course meets in a classroom on ground.
- You must have access to a computer and an internet connection to complete assignments, engage in online discussions, and access various course materials through D2L/NS Online course shells.
- You may also be required to use free video conferencing platforms (examples: Zoom, Teams, etc.) for course sessions and meetings.

- You will be responsible for appropriate dress while on video. This means that you are expected to dress as if you were in a classroom.
- You will be responsible for a distraction free environment while on video. This means that the professor and others in the course should not be able to hear noise in your home, such as cell phones, TVs, or barking dogs. The best way to do this is to keep yourself on “mute” until you need to speak.
- You will be responsible for making sure your background is neutral. Keep in mind that students and professors come from all around the world, and you are all a part of our community. Therefore, please avoid having images in your background that may be offensive to your classmates.
- Certain publisher materials, such as textbook figures, may not work on cellphones and may require a laptop or a tablet.
- If you have questions or concerns regarding access to a computer or internet resources, please contact your instructor. Additional information is available on this website: <https://www.nsc.edu/current-students/student-online-resources/access-to-internet-and-technology>.

Computer Labs

Computers are available for all Nashville State students to use at each campus during open hours. Open computer lab availability may vary from campus to campus.

You should check the NSCC website for current hours of operation.

D2L/NS Online and myNSCC

It is your responsibility to check your email in **both** D2L/NS Online course shells and your @my.nsc.edu (student email) on a regular basis. These are the official communication channels between the college and you. You are responsible for the information communicated through these email channels. D2L/NS Online emails contain specific course information and @my.nsc.edu emails contain important information from college offices, such as Financial Aid.

ADA Compliance Statement

If you need accommodations due to a disability, please do not hesitate to reach out to our Access Center. Disabilities for which you can receive accommodations include documented physical, emotional, and/or learning conditions. Nashville State is committed to supporting your success, and we encourage you to get assistance if needed. 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@nsc.edu.

Classroom Misconduct

Disruptive conduct is not allowed in the classroom. Disruptive conduct is any behavior that prevents students from learning and interferes with the ability of the instructor to teach. This may change from course to course; therefore, your individual instructors will give you guidance on what qualifies as “disruptive conduct” in their courses. 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.

Academic Misconduct

You have started this academic journey to prepare for a future career. Because of this, it is important that you learn the materials being presented in your courses. For this reason, cheating, in any form, robs you of your opportunity to learn and master the material that will enable you to succeed in that future career. Nashville State has a clear [Academic Misconduct Policy](#) that you are expected to follow. In addition, your instructors will clarify what Academic Misconduct looks like and the consequences for violations in each course that you take. The instructor has the authority to assign an “F” or a “zero” for such violations or for the semester grade.

Academic integrity is the cornerstone of your success. You are expected to do your own work, and any appearance of impropriety (copying from the internet, turning in someone else’s work, providing answers to another student, etc.) will result in a zero for the assignment and an academic misconduct form will be submitted to the Dean of Student Services for your permanent academic file. A second violation within the course will result in a zero for the course and another form submitted for your academic file.

The appearance of academic misconduct will create a rebuttable presumption of guilt – putting the burden on the student to prove that their work was their own.

Academic Early Alert System

If you are not doing well in your course, your instructor may send you an Early Alert through your @my.nsc.edu email. This email will go to your academic advisor and Student Success advisor, as well. If you get an Early Alert, contact your instructor immediately. Instructors send these when they want to help you figure out how to get extra support to pass the course. An Early Alert does not mean that you have already failed the course. Rather, it means you are in danger of failing the course if you do not change your learning strategy. Please use an Early Alert to your advantage and as an opportunity to improve your grade.

RAVE Emergency Alert System

You can log in to this free alert system to receive text messages about emergencies related to NSCC campuses: <https://www.getrave.com/login/nsc>. The instructions for this are listed below.

- Your RAVE Username is your NSCC email address.
- If you've 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.

Student Wellness

Your well-being is important to us. With this in mind, the college has several resources available to provide support when needed:

- Free tutoring: <https://www.nsc.edu/current-students/on-campus-resources/learning-center-and-tutoring>

- NSCC email, scheduling, online courses, textbooks, tech check out and support, computer labs on campuses, academic advising, financial advising, COVID-19 information and procedures on campuses: <https://www.nsc.edu/current-students/student-online-resources>
- Services that help with bus passes, food, childcare, textbooks, housing, financial counseling, personal counseling, suicide prevention, health insurance: <https://www.nsc.edu/current-students/on-campus-resources/student-support-services>

Equity Statement

We are taking steps to become more aware of the many different needs of students. Faculty, staff and administrators are committed to helping students find ways to meet their needs so that ALL students can reach their goals. Please ask for things you need.

Inclement Weather & Campus Closings

You get notices about campus closings in these places: text messages from RAVE and www.nsc.edu. Even when campuses are closed, you are still responsible for completing all assigned work. Check D2L/NS Online for a message from your instructor so you do not miss important assignments and due dates, which may change due to the campus closure.

Class Cancellation Policy

Our instructors post messages about cancelling classes in the D2L/NSOnline course shells and/or on the classroom door on campus. These messages can be found in the News and Content section or the Email tab in the online shell. Please check these to be sure that you take advantage of opportunities for learning and points toward your grade.