**Northwest Indian College**

**BUAD 140: Small Business Entrepreneur**

This document provides an overview of the course foundation, elements, assignments, schedules, and activities. For more information about general Northwest Indian College policies, please see the Northwest Indian College catalog. For questions pertaining to this course, please contact me at the information given below.

**Instructor**: Steve Zawoysky

**Telephone:**

**Fax:**

**Email:**

**Office:**

**Office Hours:**

Additional time may be scheduled by appointment

**Class Times:**

**Class Location:**

**Credits: 3**

**Required Text:**

Indianpreneurship – A publication of ONABEN. 2005.

Available through instructor

**Optional Text**:

*New Venture Creation –* Timmons, Jeffry. McGraw Hill, 2007.

ISBN: 007-125438-2

**Course Description:**

Presents the basics of new business research, design, and implementation. Students work together to complete each of the steps necessary to develop a business idea, conduct market research, and write a basic business plan for a potential business.

**Course Outcomes: Students will be able to…**

1. Define entrepreneurship
2. Describe the traits needed by entrepreneurs
3. Conduct a feasibility analysis of potential business ideas
4. Compare and contrast typical marketing tactics with guerilla marketing tactics
5. List various financing options for new businesses
6. Create a basic business plan

**Evaluation:**

**Attendance 20%**

**Class/Homework Exercises 25%**

**Business Plan 55%**

**100%**

**Class Participation/Attendance (20%):**

Regular attendance and class participation are key tools in learning and retaining the information obtained in this course. Please arrive on time and prepared to discuss the material to be covered for each class session. If you arrive late, please be considerate and do not interrupt the class session. Both class attendance and in-class participation are evaluated. **The use of cell phones and other electronic devices is prohibited while class is in session.**

Students who have a valid issue that prevents them from attending class need to notify me **prior** to the start of that class either via telephone or email. Each situation will be evaluated separately to determine if it is an excused/unexcused absence. Regardless of your participation grade, please do your best to attend every class. Learning is a cumulative process and we will build on material covered in previous class sessions. I’ll do my best to keep it relevant, fun, and interesting!

**Class/Homework Exercises (25%):**

One of the key components of learning and retaining new information is the regular use and application of it. In an effort to increase retention of the material you are learning, regular exercises will be given to be completed either in class or for the next class period. Completion of these assignments during the class session will allow for group work and the opportunity for assistance from the teacher. It also means you won’t have as much homework to complete outside of class. Late assignments will have 10% deducted for each day that they are late.

**Business Plan (55%):**

This is a group project that involves developing, researching, and writing a business plan for a concept that the group selects. The project will be completed in phases throughout the entire quarter as new content and skills are learned and mastered. It will be the summation of everything you learn in the course and thus will require you to use all the skills and knowledge you gain to be successful.

The written business plan will be due during the week before finals. In addition to this written component, the group will give an oral presentation of the business plan to the teacher, local business people, and other community members.

**Grading Scale:**

|  |  |  |
| --- | --- | --- |
| A = 93-100 | A- = 90-92 |  |
| B+ = 87-89 | B = 83-86 | B- = 80-82 |
| C+ = 77-79 | C = 73-76 | C- = 70-72 |
| D+ = 67-69 | D = 63-66 | D- = 60-62 |
| F = Below 60 |  |  |

**Course Schedule:**

The following is the tentative course schedule for BUAD 140. Students will be notified of any changes to this schedule as we proceed through the quarter:

|  |  |  |
| --- | --- | --- |
| ***WEEK OF*** | ***TOPICS AND ASSIGNMENTS*** | ***READINGS*** |
|  | Course Overview, Introduction to Entrepreneurship, Mission Statement and Business planning | Indianpreneurship  Chapter 1 |
|  | The Marketing Process, Products and services, market research and analysis | Indianpreneurship  Chapter 2, 3, 4 |
|  | The marketing plan | Indianpreneurship  Chapter 5 |
|  | Your business location and legal issues | Indianpreneurship  Chapter 6 |
|  | Record keeping and financial statements | Indianpreneurship  Chapter 7 |
|  | Tracking the dollars, cash planning | Indianpreneurship  Chapter 8 |
|  | Tools for financial management | Indianpreneurship  Chapter 9 |
|  | Small business financing | Indianpreneurship  Chapter 10 |
|  | Management and operations | Indianpreneurship  Chapter 11 |
|  |  | Business Plan  Preparation &  Presentation |
|  |  |  |