

Tompkins Cortland Community College

Master Course Syllabus

Course Discipline and Number: BUAD 103

Year: 2025-2026

Course Title: Entrepreneurship I

Credit Hours: 3

I. Course Description:

This course provides a basic overview of entrepreneurship and an awareness of what it takes to create a small business, based upon one's interests, passions, or hobbies. Developing an entrepreneurial mindset to help the student build a successful venture is critical to the course. Prerequisites: Prior completion of, or concurrent enrollment in, ENGL-100 and RDNG 116 if required by placement assessment. 3 Cr. (3 Lec.) Fall and spring semesters.

II. Additional Course Information:

1. For this course, it is recommended that assignments be posted in Blackboard.
2. Students need basic computer skills, such as word processing and web browsing for research.
3. Required readings may be in print or from on-line resources.
4. This course can be used to fulfill a BUAD elective requirement for those students who are not Entrepreneurship A.A.S. majors. It can also be used as an unrestricted elective in any program.
5. Textbooks are provided electronically for a nominal OER course fee, charged to the student's tuition bill.

III. Student Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Describe the basic elements and activities required to build a successful small business.
2. Discuss how to communicate effectively with customers, suppliers, managers, and employees.
3. Describe specific entrepreneurial opportunities that are available to them based on their interests, passions, and hobbies.
4. Evaluate whether being an entrepreneur might be an option for them in the future.

IV. Tompkins Cortland General Education & SUNY Competency Goals

☑ Critical thinking (Tompkins Cortland GE Goal; SUNY Competency)

In this course, students will write in various formats (essays, note taking, and correspondence) and for various purposes (informing, explaining, persuading, defending and teaching). Assignments, videos, and activities will require an application of academic concepts and principles.

☑ Social/Global Awareness

Entrepreneurship is a critical segment of the global economy. In the United States it is estimated that two-thirds of new jobs are created by small, entrepreneurial ventures. Students will learn how building these businesses plays a vital role in helping our global economy grow in order to enhance everyone's standard of living.

☒ **Information Management**

In this course, students will learn the importance in using customer relationship management tools to enhance their relationships with their customers and to improve their entrepreneurial success.

☐ This course does not address either of these Tompkins Cortland or SUNY General Education Goals.

V. Essential Topics/Themes

1. Identifying passions, interests, or hobbies
2. Building an entrepreneurial mindset
3. Conducting research to identify and justify an entrepreneurial venture
4. Developing a product or service that can generate a sustainable competitive advantage
5. Manufacturing a product, or providing a service to exceed customers' expectations
6. Estimating the financial requirements of the new start-up operation
7. Developing a marketing campaign to acquire the customers needed to achieve financial viability
8. How to find, select, hire, and manage people
9. Providing for a socially responsible business venture

VI. Methods of Assessment/Evaluation

Method	% Course Grade
1. Quizzes, Exams	0% - 60%
2. Assignments and written reports	25% - 90%
3. Class Participation	5% - 15%

VII. Texts – REQUIRED

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| 1. <i>Who Owns the Ice House</i> , Taulbert, C. & Gary Schoeniger, Eli Press; ISBN: 978-0-9713059-1-5. This book is provided at no cost to the student as an audiobook through the College library. |
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RECOMMENDED

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| 1. <i>Born to Build</i> , Clifton, J. & Sangeeta Badal, Gallup Press; ISBN: 978-1-59562-127-6. |
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VIII. Bibliography of Supplemental Materials - None specified

IX. Other Learning Resources

Audiovisual: Videos found in Blackboard from the HP Life Learning Initiative for Entrepreneurs

Electronic: The BP10 Profile System by the Gallup Organization
Other: None specified

Attendance Policy: *To maintain good grades, regular attendance at the place of work is necessary. Absence from scheduled work is considered a serious matter. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of the internship. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from the internship for religious reasons should discuss the absence in advance with their instructors, or the business owner/manager. See college catalog for more information.*

Services for Students with Disabilities: *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

Academic Integrity: *Every student at Tompkins Cortland Community College is expected to act in an academically honest fashion in all aspects of his or her academic work: in writing papers and reports, in taking examinations, in performing laboratory experiments and reporting the results, in clinical and cooperative learning experiences, and in attending to paperwork such as registration forms.*

Any written work submitted by a student must be his or her own. If the student uses the words or ideas of someone else, he or she must cite the source by such means as a footnote. Our guiding principle is that any honest evaluation of a student's performance must be based on that student's work. Any action taken by a student that would result in misrepresentation of someone else's work or actions as the student's own — such as cheating on a test, submitting for credit a paper written by another person, or forging an advisor's signature — is intellectually dishonest and deserving of censure.

Several degree programs offer student learning opportunities (such as internships, field work, and clinical experiences) outside the standard classroom setting. As part of the learning process, students must understand and engage in conduct that adheres to principles guiding employment within the professional workplace. These behaviors include, but are not limited to, academic integrity, accountability, reliability, respect, use of appropriate language and dress, civility, professional ethics, honesty, and trustworthiness. Disciplinary action may be initiated for inappropriate conduct occurring while participating in any course-related project or event.