

Tompkins Cortland Community College
Master Course Syllabus

Course Discipline and Number: BUAD 207

Year: 2024-2025

Course Title: Entrepreneurship II

Credit Hours: 3

I. Course Description:

Building upon the information learned in Entrepreneurship I, this course provides an overview of the key elements involved in creating a professional, informative business plan. The business plan will include concepts in economics, accounting, marketing, management, sales, and finance, which are needed to create and successfully manage a small start-up operation. Prerequisites: BUAD 103; RDNG 116 if required by placement; prior completion of, or concurrent enrollment in, ENGL 101. 3 Cr. (3 Lec.) Fall semester.

II. Additional Course Information:

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| 1. This course is an OER course with a digital text provided by the University of Michigan. |
| 2. This course operates like an independent study course; students work one-on-one with the instructor. |
| 3. Three course modules completed provide the support material needed to create a professional business plan. |
| 4. This is a required course for students in the Entrepreneurship AAS degree program. It is a prerequisite for BUAD 264 <i>Entrepreneurial Internship</i> . |
| 5. This course can be used as a business elective or an unrestricted elective in other programs. |

III. Student Learning Outcomes

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

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| 1. Use information and critical reasoning to identify and research potential business opportunities of interest. |
| 2. Evaluate various business opportunities in order to select the right one for them based on their skills, experience, and passion. |
| 3. Create a professional business plan that incorporates the key business concepts needed to successfully create and efficiently manage an entrepreneurial venture. |

IV. Tompkins Cortland General Education & SUNY Competency Goals

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

Students will research various business opportunities to create a successful business plan:

.Students will analyze case studies of other businesses (successful, or not) to evaluate the steps involved in creating a new business. Various business opportunities, business legal structures, and a review of financial statements will be discussed and presented giving students the ability to gather, interpret and evaluate key information. Writing the business plan will provide extensive opportunity to strategize, problem-solve and find successful startup options and solutions. Individual mentoring with the instructor and evaluation of the business plan by peers will give students ample opportunity to understand and be cognizant of the viewpoints of their peers.

☒ **Social/Global Awareness**

Students will address how their business idea will have global impact while being socially responsible: .Students will have the opportunity to determine if entrepreneurial options in this dynamic world we live in might be appropriate for them, now or in the future. They will learn the importance of having an internal locus of control if they want to succeed in business, and how their actions and decision in running a business will impact others and our environment. Self-sufficiency, environmental economics, and good business decision making will all be used to demonstrate the importance of social, ethical and global awareness. Readings, case studies, and writing a business plan will address all of these outcomes.

☒ **Information Management**

Students will utilize various information systems to help them create a successful business plan

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

V. Essential Topics/Themes

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| 1. Identifying a problem or need that people experience and proposing a solution |
| 2. Defining who will be interested in the product or service |
| 3. Creating a marketing and sales plan to generate revenue desired |
| 4. Establishing a system to cost effectively provide the product/service |
| 5. Generating managerial and accounting controls to ensure a successful, profitable venture |
| 6. Writing a solid business plan to help identify and ensure success |

VI. Methods of Assessment/Evaluation

| Method | % Course Grade |
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| 1. Three required modules. (Essay question format) | 60% |
| 2. Business Plan (Power Point format) | 40% |

VII. Texts – ☒ Required ☐ Recommended ☐ Used for more than one course (list courses)

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| 1. <i>Business Fundamentals</i> developed by The Global Text Project Drexel, Williamson, McCubbrey, & Adler ID#:d6db03c-cd31-4ca4-be19-d29734673b90@4.3, August 2010. (OER) |
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Editions listed are current as of date of syllabus. More recent editions may be used.

VIII. Bibliography of Supplemental Materials

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| 1. Various YouTube videos |
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Editions listed are current as of date of syllabus. More recent editions may be used.

IX. Other Learning Resources

Revised 09-2020/T. McCabe

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| Audiovisual: None specified |
| Electronic: None specified |
| Other: None specified |

Attendance Policy: *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. 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 classroom activity for religious reasons should discuss the absence in advance with their instructors. 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 academic adjustments. 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.