

**LAKE AREA TECHNICAL INSTITUTE  
MARKETING/MANAGEMENT/SALES  
SYLLABUS**

**Course:** BUS 210 - Entrepreneurship

**Credits:** 3

**Prerequisite:** The Student must have successfully completed Accounting I and have a good understanding of balance sheets, income statements, and cash flow statements (or have the approval of the instructor) before taking in this course.

**Course Description:** Entrepreneurship/Small Business Management incorporates current theory and practice relating to starting and managing small firms.

**Required Text:** *Small Business Management: An Entrepreneurial Emphasis*; Longenecker, Moore, and Petty; South-Western Publishing, 12<sup>th</sup> Edition.

**Course Objectives:** By the end of the course, students should be able to:

- Identify the critical small business issues and apply the concepts discussed in the text.
- Understand the advantages of family business versus franchising and startup and buyout opportunities.
- Develop a realistic business plan and present it to a financial lender.

**Course Policies:** Attendance and participation are required. If a student misses in excess of five class hours, he/she will be dropped from the class. Students are responsible to read assigned chapters before class. There will be chapter exams given during the semester. The student will have two weeks to make up any missed exams.

Students will develop a hypothetical business plan that will be presented to the class. They will decide if they will open their business as a sole proprietor or with a partner and will be applying for a bank loan. Students must have their business plans developed and ready to present on the scheduled dates.

Before they develop their business plans, students will interview a manager/owner of a business similar to their hypothetical business. Students will type a two-three page summary of their interview and present it to the class.

There will also be guest speakers who will share their experiences as entrepreneurs.

**Grading:** Grading for this course will be as follows:

Exams..... 40 points  
each  
Entrepreneurial summaries..... 230 points

Grading scale:    A = 94% - 100%    B = 87% - 93%    C = 80% - 86%    F = Below 80%