

Business 95 – Spring Quarter 2017
Entrepreneurship – Small Business Management
FOOTHILL COLLEGE – Sunnyvale Campus

Instructor: Ben Dubin

E-mail: dubinbennett@fhda.edu Please put “Business 95” – or “BUS95” somewhere in the subject line so I can sure to see it and know it is from a student in my class.

Phone: You can reach me on my mobile phone at **408-621-0170**.

You can also text me at this number, but also tell me your **name** and that you **are from my class** (i.e. I’m sure that I don’t have your phone number in my contacts!).

If you call and I don’t answer, please leave a phone message for me.

Class day/time: WEDNESDAY, Class is officially scheduled from 6:00pm - 9:40pm

- Class will start at 6:00pm
- We will take a 10-minute break around 7:20pm
- Resume class at 7:30-9:00 for more class instruction
- My plan is to end class at 9:00 and then students can use the remaining time for group studying or asking me questions

We meet at the Foothill College Sunnyvale Center, room number 205. The address of the building is: 1070 Innovation Way, Sunnyvale, CA 94089

Office Hours: 12pm-1pm Mondays via phone and 5pm-6pm Wednesdays, before class – I am usually there, but contact me in advance to make sure that I will be there (just in case). I do email all the time, so email me if you have any questions.

For updated class information, assignments, schedule, handouts and links to important subject, see the class blog – <http://bus95.blogspot.com>

I. COURSE DESCRIPTION AND OBJECTIVES:

A. DESCRIPTION:

This course offers an examination of the principles and functions of true Entrepreneurship – i.e. planning, starting, running and managing a business. The goal of the course is to teach you to understand the objectives and operations of a small business. As well as the managerial decision-making processes and their relationships to consumers and stakeholders. We will learn about entrepreneurship and what it is and isn’t. Students will be introduced to topics including organizational structure, behavior, management, marketing, financial and accounting operations and information systems and ethical and social responsibilities of the Small Business Enterprise.

B. OBJECTIVES: By the end of the course the students shall:

1. Describe current issues concerning the contemporary business environment.
2. Appreciate and understand the problems involved in operating a small business.

3. How to develop marketing strategies and tactics for a successful small business.
4. Identify the role of business organizations and their responsibilities to society.
5. Examine the impact of technology on contemporary business trends.
6. Discuss the role of entrepreneurship and its impact on U.S. businesses.
7. Understand the different functions of business including management, marketing, operations, accounting and finance.
8. **Develop and present a BUSINESS IDEA (NOT BUSINESS PLAN!), which may include your mission, objectives, marketing strategies and tactics, personnel and management plan.**

Student Learning Objectives:

- I. **Knowledge** - Students will demonstrate appropriate use of business terms and concepts in their business ideas.
- II. **Critical thinking** - Students will critically analyze, evaluate and interpret information by integrating business knowledge in problem-solving and decision-making processes in their business ideas.
- III. **Application** - Students will demonstrate their business knowledge and critical thinking in creating their business ideas and presenting them during the oral presentation.

II. PREREQUISITES:

Student must have adequate fluency in the English Language, spoken and written. This course is an introduction to the principles of business. Much of the material will be presented online, so the students ability to use the Internet for research and reference is essential.

III. TEXTBOOKS AND MATERIALS:

Required Textbook

None! Yes, that is right. We will have no formal required text book. I will be giving you assignments from the web and handouts. This is 2015 – we are living in an online connected world. Also, textbooks cost too much. So, save your money!

Slides and Handouts

All material presented and used in class will be available from the class blog: <http://bus95.blogspot.com/>

Additional Resources

News journals such as the New York Timers, Financial Times, The Wall Street Journal, Business Week, the Harvard Business Review, etc. will be used during this course. They are available in the Foothill College Library on the main campus and in public libraries. Heavy emphasis will be placed on current and ongoing business events. You will want to have access (i.e. Foothill or Public Library) to a daily newspaper and leading periodicals above, and some exposure to key television channels, which report on global business, economics and finance issues.

IV. CLASSROOM PROCEDURES:

This course will be conducted in a seminar format. The instructor is not a 'lecturer', but a facilitator, and all of us are participants in discussions of current issues and events in business. The instructor has over 25 years of practical experience business experience and will provide some real life examples of business with classic business principles.

In a seminar approach to shared learning, each participant will have the opportunity and responsibility to engage any one or more of the following phases of the seminar: (1) Sharing personal/professional observations from your past / current professional experiences; (2) Reporting research and study findings from your readings, web site research, and other research you have conducted or discovered; and (3)

Sharing information from your readings in newspapers, trade journals and periodicals and other print media or visual media which you have acquired.

The instructor will facilitate the seminar by interpreting/discussing current business events, reporting his most recent findings and experience-based perspectives. Each person in the seminar, from instructor to participant, shares a duty and opportunity to bring in the most current and appropriate set of information useful to the entire group and to enhance and facilitate the objectives above.

A. Preparation for class. Students should read materials assigned for a particular class session prior to attending the session and be prepared to discuss the readings as well as current business events. Cases and practical examples will be handed out from time to time prior to the session in which they are to be discussed, and should be analyzed before that class. For all sessions, write down questions on topics you wish discussed before coming to class. These will be addressed during the session or at the following meeting.

B. Use of class time. Time will be divided between "lectures" and class discussions of readings, cases and current events; all students will [be expected to] participate in discussion throughout the term.

V. EVALUATION:

Grades will be based upon successful achievement on scheduled examinations (approximately one each two to three weeks, announced in advance) AND assigned work to be turned into the instructor; and, **MOST IMPORTANT**, a **Business Idea term project** (to be discussed in detail in class during the 2nd night/week of the course as well as mentioned throughout the course). Note: If by some chance you don't present your idea to the class, I reserve the right to give you a very low grade, as it is an important requirement of the course.

Topic	Percentage of Total grade
Attendance – you are expected to show up for all classes since this course only meets 11 times and it is a full 4 credit course! I understand things come up, so if you cannot make it to class for a good reason (work, ill, etc), please email me in advance if you can't make the class	10%
Class Participation – In this type of business class we all learn from each other. I want students to interact with me and other students. Class Participation is considered answering questions when called upon, asking questions to the instructor and the class and basically bringing your knowledge and interests into our business discussions	15%
Assignments that the instructor gives you to turn in	5%
Quizzes – There will be 0-2 in class quizzes based on slides presented in class, our discussions and readings. Most of these, if not all, will be multiple-choice questions. There will be no make-ups for quizzes missed	5%
Midterm – A 30-minute test to make sure you understand the basics of the class. It will be given around middle of the course	5%
Final Exam – Yes, we will have a final. Although I consider the Business Idea the culmination of the class, we are required to have an in person final examination test. It will like the Midterm and will be given on the last day of class	15%
Business Idea Presentation – SHARK TANK – this is where you will use the basics of what you have learned in the class	40%
Miscellaneous – based on enthusiasm and student drive, all at the instructor's discretion	5%
Total	100%

VI. COURSE CALENDAR:

Class schedule will be handed out during the first class and will be available on the blog.

VII. STUDENT PARTICIPATION:

All class members are encouraged to participate in the seminar from your work (and life) experience, your readings in the “text” and outside materials, your research and data gathering, and, generally, as seminar participants.

Students are required to give a presentation in front of the “Bus95 Shark Tank” the end of the quarter. This presentation should be about ten minutes, excluding questions and answers.

Finally, for most of you this business course is probably at the beginning of your career. I want to help you learn and participate, so if you have any questions or do not understand an issue-please don't wait--see me at the beginning or at the end of class to resolve any issues that may arise.