**BOROUGH OF MANHATTAN COMMUNITY COLLEGE**

**The City University of New York**

## BUSINESS MANAGEMENT DEPARTMENT

# SYLLABUS— Spring 2016

**Title of Course: Product and Service Creation Class Hours: 3**

**Course Number: SBE 100 Section # \_\_\_\_\_\_\_ Credits: 3**

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| **Instructor : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  Office: F730  Class: Lecture | **Phone: 212-220-8205**  **Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_@bmcc.cuny.edu**  Office Hours: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Course Description -** This course examines the fundamentals of entrepreneurship, including an analysis of the entrepreneur and exploration of business opportunities, and an investigation of the technical/conceptual creation of products and services. The emphasis will be on the acquisition of knowledge and the analysis of small business creation for the present and future entrepreneur. This is a foundation course for Small Business/Entrepreneurship (SBE) majors and a survey course for all others.

**Basic Skills -** Students must have passed ENG 088, ESL 094, ACR 095 and MAT 010/011. Co-requisite BUS 104.

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| **Course Student Learning Outcomes** | **Measurements** |
| 1. Analyze and assess trends in the external environment that can support business opportunities.\* | Industry research |
| 2. Explain the unique decisions and challenges of growing an entrepreneurial business. | Lessons learned from an entrepreneurial success story |
| 3. Create a financial model forecasting sales and capital requirements for a new business.\* | Financial model |

Below are the college’s general education goals. The goals that are checked in the left-hand column indicate goals that will be covered and assessed in this course.

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|  | **General Education Goals** | **Measurements (means of assessment for general education goals listed in first column)** |
| X | **Communication Skills-** Students will write, read, listen and speak critically and effectively. | Presentation of business model |
| X | **Quantitative Reasoning-** Students will use quantitative skills and the concepts and methods of mathematics to solve problems. | Financial model; Industry research |
| X | **Information & Technology Literacy-** Students will collect, evaluate and interpret information and effectively use information technologies. | Online Industry Research |

### Required Text:

### *Entrepreneurship: Successfully Launching New Ventures.* By Bruce R. Barringer & R. Duane Ireland.

### Published by Pearson-Prentice Hall. 2011. Edition 4/e.ISBN-13: 978-0132555524

### Other Resources:

**Newspapers:** The New York, Wall Street Journal

**Magazines:** Black Enterprise, Business Week, Forbes, Hispanic Business, Inc., Entrepreneur

Student Learning Outcomes marked with an asterisk will be the focus of department assessment in Spring 2016

**REQUIREMENTS & GRADING OF STUDENTS:**

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| **Assignments**   1. **Mid-term Exam \_\_\_\_** 2. **Business Model (Plan) \_\_\_\_** 3. **Lessons from Enterprise \_\_\_\_** 4. **Financial Model \_\_\_\_\_** 5. **Final Exam \_\_\_\_\_** 6. **Others (specify) \_\_\_\_\_** | A 93-100% **4.0**  **A-** 90-92% **3.7**  B+ 87-89% **3.3**  B 83-86% **3.0**  B- 80 – 82% **2.7**  C+ 77-79% **2.3**  C 73-76% **2.0**  C-   70-72% **1.7**  D+ 67-69% **1.3**  D 63-66% **1.0**  D- 60-62% **0.7** |

**COURSE CALENDAR**

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| **Wk** | **Topic** |
| 1 | Introduction & Ordering Book |
| 2 | Ch. 1: What is Entrepreneurship |
| 3 | Ch. 2: Recognizing Opportunities and Generating Ideas |
| 4 | Ch. 3: Feasibility Analysis & Chapter 4: Business Plan |
| 5 | Ch. 5: Industry analysis |
| 6 | Ch. 6 Business Model |
| 7 | Ch. 7: Ethical & Legal foundations |
| 8 | Ch. 8: Financial analysis |
|  | Spring Recess |
| 9 | Ch. 8: Financial analysis |
| 10 | Ch. 9: Building a New Venture Team |
| 11 | Ch. 10: Financing Growth |
| 12 | Ch. 11: Marketing |
| 13 | Ch. 13: Issues related to Growth |
| 14 | Ch. 14: Preparation and Strategies for Growth |
| 15 | Final Examination |

#### Class Attendance and Lateness

At BMCC, the maximum number of absences is limited to one more hour than the number of hours a class meets in one week, in a face to face class. For example, you may be enrolled in a three-hour class that meets once a week. In that case you are allowed four hours of absence (not four (4) days). In the case of excessive absence, the instructor has the option to lower the grade and assign an “F” or “WU” grade.

**ACADEMIC ADJUSTMENTS FOR STUDENTS WITH DISABILITIES**

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Services for Students with Disabilities (room N360; telephone # 212-220-8180). BMCC is committed to providing equal access to all programs and curricula to all students.

#### BMCC POLICY STATEMENT ON PLAGIARISM

Plagiarism is the presentation of some else’s ideas, words, or artistic, scientific, or technical work as one’s own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations, require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism.

Students who are unsure how and when to provide documentation, are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC’s web site, <http://www.bmcc.cuny.edu/academics/grades/rules/plagiarism.html>.

[Revised Spring ‘16]