

# The Entrepreneur's Course Syllabus

Spring 2005

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## Text:

We will be using 3 of Ford Partnership for Advanced Studies' texts:

- Module 2
- Module 7

## Description:

The Entrepreneur's Course is a college-level course for students enrolled in the City Campus Initiative at the Community College of RI. Students in the course will develop and refine their business skills. Each student will write a business plan for a business they want to start. At the end of the semester they will present their business plans to a group of their peers, instructors and members of the local business community.

## Goals:

- Each student will have a completed business plan by the end of the semester.
- Each student will present their business plan and will be able to explain their work at their final presentation.

## Evaluation:

Students are evaluated based on their class participation, project work and a mid-term and a final presentation of their work. Please visit the course website for the official grading policy.

## Entrepreneur's Course Schedule-subject to change

Day	Topic	Projects Due
Monday, January 31 <sup>st</sup>	Introductions. Class will brainstorm possible businesses and share their own ideas.	
Wednesday, February 2 <sup>nd</sup>	The class will discuss what they think determines if a business succeeds or fails and create a feasibility checklist. Using the check list, students will begin to critique each other's ideas.	
Monday, February 7 <sup>th</sup>	Class will examine sample business plans and discuss the different components. Options for organizing businesses.	Initial business proposal.
Wednesday, February 9 <sup>th</sup>	Class is introduced to different forms of competition. Students will discuss what they need to look for when investigating the competition. Final proposal for how research will be conducted. Final proposal for how research will be conducted.	
Monday, February 14 <sup>th</sup>	Class will begin discussing the purpose of market research and how it is conducted.	Competitive analysis.
Wednesday, February 16 <sup>th</sup>	Market research continued: reasons and methods. Class is introduced to 'the survey.' Class finalizes surveys and practices interviewing each other.	
Monday, February 21 <sup>st</sup>	Final copy of survey.	February Break
Wednesday, February 23 <sup>rd</sup>		February Break
Monday, February 28 <sup>th</sup>	Consumers, producers, and retail... The life of a product. Class is introduced to costs and revenue-begins financial section.	
Wednesday, March 2 <sup>nd</sup>	Supply and demand and how it affects students' businesses. The global market and a case study: the oil crisis.	List of expected costs for business.
Monday, March 7 <sup>th</sup>	Class is introduced to techniques used when organizing and analyzing data.	Final list of costs and quotes.

Wednesday, March 9 <sup>th</sup>	How spreadsheets work: layout and equations involved.	List of costs and Surveys completed.
Monday, March 14 <sup>th</sup>	Correlating data and recognizing trends.	
Wednesday, March 16 <sup>th</sup>	Students present work thus far.	Midterm Presentations
Monday, March 21 <sup>st</sup>	Students present work thus far.	Midterm Presentations
Wednesday, March 23 <sup>rd</sup>	Class is introduced to break-even analysis and pricing strategies (and what it means for their businesses).	
Monday, March 28 <sup>th</sup>	Financial management, financing and investing. Financial analysis wrap-up.	
Wednesday, March 30 <sup>th</sup>	Introduction to promotion. Marketing strategies and ethics.	Media log.
Monday, April 4 <sup>th</sup>	Business ethics and social responsibility.	Financial analysis for 1 <sup>st</sup> month completed.
Wednesday, April 6 <sup>th</sup>	Business ethics and social responsibility continued.	
Monday, April 11 <sup>th</sup>	Marketing Wrap-Up. Discussion of presentation techniques. Competition Wrap-Up.	Completed ad for business. Presentation of book.
Wednesday, April 13 <sup>th</sup>	Leadership styles, management and teamwork in businesses.	
Monday, April 18 <sup>th</sup>		April Break
Wednesday, April 20 <sup>th</sup>		April Break
Monday, April 25 <sup>th</sup>	Legal information. Peer reviews of work.	Revised copy of business summary, survey report, financial analysis and promotional plan.
Wednesday, April 27 <sup>th</sup>	Practice presentations.	Agenda for final presentation.
Monday, May 2 <sup>nd</sup>	Final Presentations: Individual times will be assigned.	
Wednesday, May 4 <sup>th</sup>	Final Presentations: Individual times will be assigned.	