Welcome Fellow Entrepreneurs:

Do you want to start a new business? Do you want to be an entrepreneur? This is a 100% online *Entrepreneurship* class. It is a three (3) unit transferable course for both business majors and non-majors. Upon completion, participants will be able to develop, critique and implement a viable business strategy.

Course will provide students with a basic, general academic understanding of “real world” entrepreneurship as compared and contrasted to small business owners and small business management. The course will provide students with a basic understanding of entrepreneurial small business tools and techniques.

2. Management (organization and personnel)
   a. Finances
   b. Marketing
   c. External and internal business planning (protocol and procedure)
   d. Free small business support resources

Assignments will include but not be limited to reading, writing, research, collaboration, external assignments, creative interpretation, individual assignments and group assignments. New marketing tools such as blogs, podcasting, and cell phones may be used. External assignments will include independent business meetings, presentations and networking. We will explore the marketing opportunities associated with traditional methodologies, and relatively new Internet tools like Ebay, FaceBook, Twitter, Linkedin, YouTube, Questia, Pinterest, Google+, Yahoo, GoDaddy and more!

You will need access to the following:

- Email address that you keep for the entire term.
- Access to a computer with a minimum of 56 Kbps, internet connection and Internet Explorer 5.0 or higher or Netscape Navigator.
- Microsoft Windows 95 or higher.
- Word processing program.
- Access to BlackBoard

You will need to log in at once a week and twice or more per week when working in groups to keep up with your assignments, announcements, blogs and postings. At times, in the last few weeks of class, you will be working in small groups online. Student interaction is essential.
This class uses Blackboard, and you are required to take the Blackboard orientation: [http://www.canyons.edu/offices/distance_learning/OnlineOrientation/](http://www.canyons.edu/offices/distance_learning/OnlineOrientation/) The course will be located at [http://bb.canyons.edu](http://bb.canyons.edu). A syllabus and assignment schedule will be available on BlackBoard the first day of class. Contact me by email with any questions, and I will respond within 24 hours. For immediate feedback, call (888) 380-6337.

If you have a disability which may prevent you from fully participating in this class, please let me know immediately. Information regarding a disability will be kept confidential. You are not alone! I am available via email, telephone, fax, and pre-arranged office appointments.

**Important Links:**

[http://www.canyons.edu/offices/distance_learning/BBSupport/Bbtechsupport2.asp](http://www.canyons.edu/offices/distance_learning/BBSupport/Bbtechsupport2.asp)

This link provides useful log on information for the student.

Distance Learning Home Page: [http://www.canyons.edu/distancelearning](http://www.canyons.edu/distancelearning)

Online Learning Readiness assessments: [http://www.canyons.edu/offices/distance_learning/info/Assessments.asp](http://www.canyons.edu/offices/distance_learning/info/Assessments.asp)

Counseling 070 information…This link gives beneficial information to students contemplating online learning for the first time.

[http://www.canyons.edu/offices/distance_learning/info/COUNS070.asp](http://www.canyons.edu/offices/distance_learning/info/COUNS070.asp)

If you add the class after it starts, it may take 1-2 business days before your Blackboard accounts are created. Your names are not automatically included into Blackboard when you add after the class has started. This is a fun, interesting, educationally rewarding class.

Sincerely,

Gary W. Lawson, Ph.D.
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Phone – (888) 380-6337