Entrepreneurs Wanted...

Do you want to be an entrepreneur? Do you want to start or do you have a small business already. This is a 100% online Entrepreneurship class that fills up very quickly. This is an accelerated five week class. We will be doing 16 weeks of academic work in just five short weeks, and it includes the 4th of July holiday weekend. Before enrolling, PLEASE, look over your personal schedule to ensure you can give the time necessary to be successful in this class.

YOU WILL BE REQUIRED TO COMPLETE TWO ASSIGNMENTS PER WEEK. DEADLINES TO COMPLETE PROJECTS WILL BE WEDNESDAY & SATURDAY AT MIDNIGHT. YOU WILL HAVE APPROXIMATELY 3 DAYS TO COMPLETE THE ASSIGNMENTS. DO NOT ENROLL IN THIS CLASS IF YOU DON'T HAVE ENOUGH TIME AND/OR SELF DISCIPLINE TO COMPLETE THE ASSIGNMENTS AS SCHEDULED.

It is a rapid paced 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 entrepreneurship as compared and contrasted to small business owners and small business management. Course will provide students with a basic understanding of entrepreneurial small business tools and techniques.

Course Objectives

Get step-by-step business start-up information

Compare and contrast the different forms of businesses

Describe the social and economic impact of entrepreneurship

Analyze and contrast the differences between various marketing methods

Assess business (entrepreneurial) opportunities and assess business site locations

Better understand pricing and inventory management

Synthesize market data in order to identify potential markets

Compare and contrast the different methods of purchasing and production

Analyze and develop solutions to finance, credit, and business risks issues

Identify general strategic management techniques to overcome business challenges

Develop personnel management strategies

Analyze planning, organizing, leading, and controlling theories

Assess the role of government in the regulation of business

Identify and develop strategies to overcome the primary challenges for small businesses

Develop and apply planning, organizing, and controlling strategies for a business
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, wikis, podcasting, and cell phones may be used. External assignments will include independent business meetings, presentations and networking. We will explore social media marketing opportunities.

You will need: Email address; Access to the Internet; Word processing program; Access to BlackBoard


You will need to log in at least three times a week to keep up with your assignments, announcements and postings. At times you will be working in small groups online. The small work groups will be formed. Student interaction is essential.

If this is your first online class, you are required to take the Blackboard orientation: http://www.canyons.edu/offices/distance_learning/OnlineOrientation/

The course will be located at http://bb.canyons.edu. A syllabus and assignment schedule will be available on the course blackboard site the first day of class. Contact me by email with any questions, and I will respond within 24 hours. For immediate feedback, call me toll free (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.

This link provides useful log on information for the student. Distance Learning Home Page: http://www.canyons.edu/distancelearning

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

Counseling 070 information: http://www.canyons.edu/offices/distance_learning/info/COUNS070.asp

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

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.

Sincerely,

**Gary W. Lawson, DPA**

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