Subject: Business  
Course Number: 117  
Section Number: 16671  
Name of Class: Entrepreneurship  
Instructor: Gary W. Lawson, Ph.D.  
E-mail: gary.lawson@canyons.edu  
Semester: Fall 2015  
Class Starting Date: August 24  
Class Ending Date: December 12

Class Description: 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. PLEASE, look over your personal schedule to ensure you can give the time necessary to be successful in this class. 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.


Other Course Materials Required: n/a

Initial instructions for beginning of class: The class will be available Sunday, August 23. 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.

Testing regulations (included proctoring guidelines link): Testing is 100% online.

Course Management System Information: 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

Student Learning Outcomes: 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

**Useful 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.

**Other:** 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.

**DSPS Information:** 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.