Subject: Business
Course Number: 117
Section Number: 14405
Name of Class: Business Entrepreneurship
Instructor: Gary W. Lawson, DPA
E-mail: gary.lawson@canyons.edu
Semester: Spring 2015
Class Starting Date: February 9
Class Ending Date: June 4

Class Description: 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.


Other Course Materials Required: Other course materials provided at no cost by instructor.

Initial instructions for beginning of class: Before enrolling, make sure you have the time to complete this class - approximately 3-4 hours per week.

Testing regulations (included proctoring guidelines link): All tests will be 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, 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!

Student Learning Outcomes: 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. 1. Step-by-step business start-up information. 2. Management (organization and personnel) a. Finances b. Marketing c. External and internal business planning (protocol and procedure) d. Free small business support resources

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 informationThis link gives beneficial information to students contemplating online learning for the first time. http://www.canyons.edu/offices/distance_learning/info/COUNS070.asp

DSPS Information: Please do hesitate to tell me if you need accommodations for a documented disability. NOTE...The COC Office of Services to Students with Disabilities is able to provide help and assistance.