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 an online group project. New marketing tools such as social media, mobile applications and cell phones are included. External assignments will include independent business meetings, presentations and networking. We will explore the marketing opportunities associated with traditional methodologies (business cards, flyers, toll free numbers etc.), and relatively new Internet tools like FaceBook, Twitter, Linkedin, YouTube, Questia, Pinterest, Google+, GoDaddy and more!

You will need access to the following:

- Email address that you keep for the entire term.
- Access to a computer
- Access to the Internet
- Access to Canvas, the COC online learning platform (formerly BlackBoard)

You will need to log in at twice a week and three times or more per week when working in groups to keep up with your assignments, announcements, group activities and postings. During the last few weeks you will be working on group business plan projects.
This class uses Canvas (formerly BlackBoard). A syllabus and assignment schedule will be available on Canvas the day before the first day of class.

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:**

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 are on the waiting list, please send me an email to gary.lawson@canyons.edu a week before the class so that I can send you a four-digit add code. If you add the class after it starts, it may take 1-2 business days before your account is created on Canvas. If you want to start and/or successfully manage a business, Entrepreneurship 117 is a great choice.