

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BUSI 338

DEVELOPING ENTREPRENEURIAL OPPORTUNITIES

COURSE DESCRIPTION

A course that expands on the principles of how to develop a business opportunity that brings value to the marketplace.

RATIONALE

The ability of a company to test and evaluate the main building blocks of its launch plans in a contained environment help it improve the opportunities for success. This is a nurturing and learning stage, when the entrepreneur can make errors without jeopardizing the whole venture.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Office

IV. Upon successful completion of this course, the student will be able to:

- A. Describe the development of a startup or new product through the incubation stage.
- B. Understand the important measures for success and guide the startup in gathering and learning from the experience.
- C. Assess the elements of the marketing plan and seek ways to improve it while the risk and costs are lower.
- D. Focus on the need for partnerships in the nascent stages of a new business.

- E. Evaluate the financial and human resource implications to the success of the business.
- F. Relate a Christian worldview to the leadership skills necessary to build an effective e-commerce business.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations
- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums (4)

Discussion boards are collaborative learning experiences. Therefore, the student is required to post a thread of at least 350-400 words to the provided prompt. Each thread must be supported by a minimum of 1 source. The student must also reply to at least 2 other classmates' threads. Replies must contribute a substantive response, amplify, or otherwise positively critique classmates' scholarship. Each reply must be at least 150-200 words.

- D. New Venture Project

- 1. Summary Report

The student will well either summarize the new enterprise that was developed in BUSI 336, or write a preliminary idea in this assignment. The student will write a 550-word discussion of the enterprise's concept, the P&L and the anticipated marketing activities outlined. The summary must cite at least 3 sources and 3 biblical references in current APA format.

- 2. Phases

The student will develop 4 PowerPoint presentations. Each of the presentations will concentrate on a specific management factor in the venture and will be based on competitive analysis and market research. Each presentation will incorporate at least one biblical reference relevant to the content of the project. Each presentation must be 10 to 12 slides in length and must include a minimum of 2 outside references, with at least 1 reference from a journal or other peer-reviewed reference source. Current APA format must be used for references.

- E. Exams (4)

Each exam will be open-book/open-notes, contain 30 questions, and have a time limit of 1 hour and 30 minutes.

VI. COURSE GRADING AND POLICIES**A. Points**

Course Requirements Checklist	10
Discussion Board Forums (4 at 90 pts each)	360
New Venture Project	
Summary Report	40
Phases (4 at 90 pts each)	360
Exams (4 at 60 pts each)	240
Total	1010

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Quizzes/Tests/Exams

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.

D. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

BUSI 388

Textbook: Megginson & Byrd, *The Small Business Management* (2018).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Megginson & Byrd: Ch. 1 2 videos	Course Requirements Checklist Class Introductions Connect Registration Quiz DB Forum 1 New Venture Project Summay Report	10 0 0 90 40
2	Megginson & Byrd: Ch 4 & 6 1 video	New Venture Project Phase 1	90
3	Megginson & Byrd: Ch 8 & 9 1 video	DB Forum 2 Exam 1	90 60
4	Megginson & Byrd: Ch 13 1 video	New Venture Project Phase 2	90
5	Megginson & Byrd: Ch 7 1 video	DB Forum 3 Exam 2	90 60
6	Megginson & Byrd: Ch 10 & 11 1 video	New Venture Project Phase 3	90
7	Megginson & Byrd: Ch 14 & 15 1 video	DB Forum 4 Exam 3	90 60
8	Megginson & Byrd: Ch 16 1 video 1 article	Final Project Report Exam 4	90 60
TOTAL			1010

DB = Discussion Board

NOTE: Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.