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 435
SMALL BUSINESS ENTREPRENEURSHIP

COURSE DESCRIPTION

A practical study in the dynamics of establishing, funding, and managing a small new enterprise, or acquiring an existing business using case studies, practical exercises, and class instruction.

RATIONALE

This course is for any student seeking to start his/her own business, buy an existing business, or purchase a franchise. In any business, there is risk. The goal is to help the student minimize these risks and give the him/her the best opportunity for success.

I. PREREQUISITES

For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. REQUIRED RESOURCE PURCHASES

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. Microsoft Word
   (Microsoft Office is available at a special discount to Liberty University students.)

IV. MEASURABLE LEARNING OUTCOMES

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

A. Conduct a feasibility analysis prior to investing additional time and resources until a market niche is found and is large enough to meet the entrepreneur’s needs.
B. Create an actionable business plan that is capable of attracting investment.
C. Evaluate franchise opportunities.
D. Build a marketing plan.
E. Evaluate the role of e-commerce
F. Determine the mix of debt and equity financing for a business
G. Correlate small business management principles of project management to historical biblical events

V. COURSE REQUIREMENTS AND ASSIGNMENTS
A. Textbook readings and lecture presentations/notes
B. Course Requirements Checklist
   After reading the Syllabus and Student Expectations, the student will complete the related checklist found in Module/Week 1.
C. Discussion Board Forums (4)
   The student will participate in 4 Discussion Board Forums. Each discussion will consist of a 500-word thread and a minimum of two 250-word replies. The Discussion Board Forums are based on a chapter topic. Outside research will be required for the thread. The instructor is looking for substantial, thoughtful, and critical discussions.
D. Feasibility Analysis
   The student will write an 8-page minimum Feasibility Analysis for a business that he/she would like to study or consider creating. The goal is to understand if there is a market for the product or service, before additional resources are expended. Assuming a market niche is found, this analysis will be foundational to building the business plan. The student must have a minimum of 10 outside sources and the paper must be written in current APA format.
E. Business Plan
   Beginning with the knowledge gained during the Feasibility Analysis, the student will create a Business Plan. The plan must be high enough in quality to be able to receive financing. The plan will be a minimum of 12 pages (not including charts and pro-forma). The paper must be in current APA format and must contain a minimum of 6 outside sources.
F. Quizzes (4)
   There will be 4 quizzes during this course. The quizzes will consist of 25 multiple-choice and true/false questions. The student will have a 1-hour time limit. The quizzes are open-book/open-notes.
VI. COURSE GRADING AND POLICIES

A. Points
   - Course Requirements Checklist 10
   - Discussion Board Forum Threads (4 at 50 pts ea) 200
   - Discussion Board Forum Replies (4 at 50 pts ea) 200
   - Feasibility Analysis 150
   - Business Plan 150
   - Quizzes (4 at 75 pts ea) 300
   **Total** 1010

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

C. 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 435**


<table>
<thead>
<tr>
<th>MODULE/WEEK</th>
<th>READING &amp; STUDY</th>
<th>ASSIGNMENTS</th>
<th>POINTS</th>
</tr>
</thead>
</table>
| 1           | Scarborough: chs. 1–4  
1 presentation | Course Requirements Checklist  
Personal Introduction  
DB Forum 1 Thread  
Business Plan Proposal | 10  
0  
50  
0 |
| 2           | Review Scarborough: chs. 1–4  
1 presentation | DB Forum 1 Replies  
Quiz 1  
Individual Portion of FA due to Group | 50  
75  
0 |
| 3           | Scarborough: chs. 5–7  
1 presentation | DB Forum 2 Thread  
Feasibility Analysis | 50  
150 |
| 4           | Review Scarborough: chs. 5–7  
1 presentation | DB Forum 2 Replies  
Quiz 2 | 50  
75 |
| 5           | Scarborough: chs. 8–10  
1 presentation | DB Forum 3 Thread  
Individual Portion of BP due to Group | 50  
0 |
| 6           | Review Scarborough: chs. 8–10  
1 presentation | DB Forum 3 Replies  
Quiz 3  
Business Plan | 50  
75  
150 |
| 7           | Scarborough: chs. 11–13  
1 presentation | DB Forum 4 Thread | 50 |
| 8           | Review Scarborough: chs. 11–13  
1 presentation | DB Forum 4 Replies  
Quiz 4 | 50  
75 |
| **TOTAL**   |                | **1010**       |        |

DB = Discussion Board  
FA = Feasibility Analysis  
BP = Business Plan

**NOTE:** Each course 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 week ends at 11:59 p.m. (ET) on Friday.