

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

BMAL 603

ENTREPRENEURSHIP

COURSE DESCRIPTION

This course is directed toward preparing those considering starting or acquiring a business. Students will examine the managerial, technical and financial challenges of entrepreneurship. In-depth studies of the entrepreneurial requirements for success and the methods of entering a business are covered. (Formerly BUSI 603)

RATIONALE

This course provides the student with the information necessary to experience the social and economic benefits by helping to prepare him/her for the responsibilities of entrepreneurship.

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
- B. Internet access (broadband recommended)
- C. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES

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

- A. Appraise the various environments of entrepreneurship.
- B. Discuss strategy and structure of the business plan.
- C. Organize and develop a new venture business plan.
- D. Craft an entrepreneurial marketing strategy.
- E. Explain how to determine the appropriate organizational design, funding issues, and how to build a founding team as they relate to entrepreneurial enterprises.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings, reflection devotionals, 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. Group Discussion Board Forums (7)

Discussion boards are collaborative learning experiences, therefore the student will participate in 7 small Group Discussion Board Forums. Both parts of the forum (thread and 2 replies) must be submitted by the published deadline in order for the student to earn credit for either part of the assignment.

In Modules/Weeks 1–7, the student will post in a thread the results of their research regarding an assigned topic regarding a business plan. This thread will need to include at least 3 academic references to support the plan.

In Modules/Weeks 1–7, the student will reply to 2 classmate's threads in which they will submit an analysis of the business plans of those group members. These replies will be at least 250 words each and include at least 2 original academic references.

- D. Business Plan Part I–II

The student will present an original detailed business plan in 2 parts. Each part of the business plan will be 13–15 pages of content (not including appendices, reference pages, cover page, or table of contents).

1. Business Plan Part I

The first part of the business plan will include: Cover page, Table of Contents, The Business Concept, Founding or Management Teams, Industry/Market Analysis, Product/Service Development Plan, Operations Plan, Organization Plan, Bibliography, and Appendices.

2. Business Plan Part II

The second part of the business plan will include: Cover page, Executive Summary, Table of Contents, Marketing Plan, Financial Plan, Growth Plan, Contingency Plan and Harvest Strategy, Timeline to Launch, Bibliography, and Appendices.

E. Reflection Journals (3)

The student will watch 3 interviews with Christian entrepreneurs and read the devotionals. A list of reflective questions to be considered can be found in the directions for the assignment.

F. Quizzes (4)

Four quizzes will be taken covering the textbook readings. Quizzes will be open-book; however, the student must work on his/her own and not use any supplementary material. The student will have a 1-hour time limit to complete 40 multiple-choice and true/false questions.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist		10
Group Discussion Board Forums	(7 at 60 pts ea)	420
Business Plan Part I–II		
Business Plan Part I		150
Business Plan Part II		200
Reflection Journals	(3 at 10 pts ea)	30
Quizzes	(4 at 50 pts ea)	200
	Total	1010

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
 C+ = 820–839 C = 780–819 C- = 760–779 F = 0–759

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

BMAL 603

Textbook: Allen, *Launching New Ventures* (2016).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Allen: chs. 1–2 1 presentation	Course Requirements Checklist Class Introductions Group Discussion Board Forum 1	10 0 60
2	Allen: chs. 3, 5	Group Discussion Board Forum 2 Quiz 1	60 50
3	Allen: chs. 4, 6–7 1 presentation 1 reflection devotional	Group Discussion Board Forum 3 Reflection Journal 1	60 10
4	Allen: chs. 8–10	Group Discussion Board Forum 4 Quiz 2	60 50
5	Allen: chs. 13, 15 1 presentation 1 reflection devotional	Group Discussion Board Forum 5 Reflection Journal 2	60 10
6	Allen: chs. 11–12	Group Discussion Board Forum 6 Business Plan Part I Quiz 3	60 150 50
7	Allen: chs. 14, 16 1 presentation 1 reflection devotional	Group Discussion Board Forum 7 Reflection Journal 3	60 10
8	Allen: ch. 17	Business Plan Part II Quiz 4	200 50
TOTAL			1010

NOTE: Module/Week one begins on Monday and ends at 11:59 p.m. (ET) on Friday. Modules/Weeks 2-8 begin on Saturday and end at 11:59 p.m. (ET) on Friday.