

# Starting a Business: ENT 125

Kapiolani Community College

January 10, 2012 - May 3, 2012

**Course: 33700**

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Office Hours: By appointment Kopiko: Room 216

Required Text: : **Small Business: An Entrepreneur's Business Plan**, J.D. Ryan and Gail P. Hiduke, Thomson South-Western, 2009.

## **COURSE DESCRIPTION:**

ENT 125 focuses on Building the Structure and Planning the operation of an Entrepreneurial business venture that incorporates topics of business decision-making processes, marketing assessments, business financing and accounting, human resources, ethics, and government regulations. This course comprises the development of a business plan. ENT 125 is highly suitable for those who wish to start or are currently operating their own business.

## **COURSE OBJECTIVES:**

Upon successful completion of ENT 125, the student should be able to:

- Demonstrate the application of principles, concepts, and requirements of Business operations/management including the major functional areas of human resources, marketing, finance, operations, accounting.
- Relate the importance of relevant regulations, ethics, and laws for the selected business practices.
- Identify and adopt entrepreneurship characteristics as it applies to oneself in the business market.
- Differentiate among the various types of business (sole proprietorship, corporations, partnerships, Limited Liability Company (LLC), etc.) and business practices in Hawai'i.
- Perform marketing analysis using marketing strategies and research methodologies.
- Develop a comprehensive formal business plan.

## **COURSE FORMAT:**

Face to face classes will begin on January 10, 2012 and will continue every Tuesday and Thursday in Mamane 101. Classes begin promptly at 1:45pm and conclude at 3:00pm. Attendance will be taken each day.

The structure of the class will involve substantive discussion and engagement by students on the subject matter as assigned on the Course Sessions (located in the Resources Section of Laulima). Therefore students are urged to read carefully the Chapter materials in the text and other assigned sources of information.

In order for students to grasp the full scope of “Starting a Business”, there are certain learning criteria that should be adhered to during the course of this class. First and foremost, I highly urge students to attend classes and engage in discussion in a substantive manner. This would require you to read the assigned chapter materials that are identified in the Course Sessions located in the Resources section of Laulima. Please note that this schedule is a living document and changes may be made during the course of the semester. Attendance and Participation will be a major element for grading. Students are also encouraged to be punctual for all classes.

Secondly, students will be required to build a Business plan in a team format. Each team member will contribute equitably and appropriately to insure the final submission of the plan at the end of the semester is completed successfully.

Thirdly, each student will be required to build a Business Plan along with other students in a collaborative atmosphere as a team member. Extensive research will be required and each student should participate extensively in developing this Plan. More specific information will be in a separate document located in the Resource section of Laulima.

It is suggested that students have a good understanding of the components of Laulima before class begins.

### **EXAMINATIONS:**

There will be a total of 4 examinations during this class that will be posted on Laulima in the Test, Tasks and Surveys section. The schedule of these exams will be located in the Course Sessions Summary. These exams will consist of primarily multiple choice questions that cover Chapter content that we will review. There will be a time limit for each of these exams and announcements will be made via email and through the Announcement section of Laulima. There will be no make up exams for this course. There will be no midterm nor final exam as the final will be an oral presentation of the Business plan presented by each team of students.

### **GRADING:**

Grading will consist of the following components:

1. Attendance and Class Participation: 20 points Available. Each student will be required to sign in for each class session individually. Students will not sign in for anyone other than themselves. There is a Rubric for Class Participation that will be located in Laulima in the Resource Section.
2. Exams: 50 Points Available. There will be a total of 5 exams during this class. Each question will be worth one point and the total sum of all correct answers for all the exams will be calculated and the percentage of correct answers to all questions will be multiplied by 50 points to arrive at your score.

3. Business Plan Development: 30 Available Points: Students will earn a team score comprised of both an oral presentation and final written presentation. A detailed rubric for the Business Plan is located in the Resource Section of Lualima that defines each element for the team project. In addition, students will also be required to assess each team member as to their level of participation and involvement for the project.

Grade Levels: I will not grade on a curve and each student will “earn” a grade based on this schedule.

- A: 90-100 Points
- B: 80-89 Points
- C: 70-79 Points
- D: 60-69 Points
- F: Below 60 Points.

### **Important Student Information Business, Legal & Technology (BLT) Department**

#### **STUDENT RIGHTS AND RESPONSIBILITIES**

In instructional activities, students are responsible for meeting all of the instructor's attendance and assignment requirements. Failure to do so may affect their final grade. In all college related activities, including instruction, they must abide by the college's codes and regulations, refraining from behavior that interferes with the rights and safety of others in the learning environment. Finally, if they decide to file a grievance, they are fully responsible for providing proof that they have been wronged.

#### **ELECTRONIC COMMUNICATION**

For the consideration of classmates, beepers must be turned to vibrate during class sessions and cell phones must be turned off. Check your messages between classes or during the break.

#### **EMAIL--University of Hawai'i Policy on Email Communication**

The electronic communications policy adopted in December 2005 establishes the University of Hawai'i internet service as an official medium for communication among students, faculty, and staff. Every member of the system has an @hawaii.edu address, and the associated username and password provide access to essential web announcements and email. You are hereby informed of the need to regularly log in to UH email and web services for announcements and mail. Failing to do so will mean missing critical information from academic and program advisors, instructors, registration and business office staff, classmates, student organizations, and others. For more information go to MyUH at <http://myuh.hawaii.edu>.

#### **WORK AREA/WORKSTATIONS**

In consideration of other classroom users, please restart computers, clear workstation area of all rubbish, and return chairs to their proper position at the end of each class session.

#### **WITHDRAWAL**

The last day to withdraw from this class is noted on the academic calendar and deadlines at the KCC website, [www.kcc.hawaii.edu](http://www.kcc.hawaii.edu). Please check this site for the latest updates. It is your responsibility to withdraw via the Web or obtain the withdrawal form from the Kekaulike Information and Service Center (KISC), formerly Admission, Records, and Financial Aid offices, or from your counselor. It is to your

advantage to consult with your counselor for available options. Note: If you are enrolled in only one course at the College, withdrawing from that course also withdraws you from the College.

### **STUDENT CONDUCT CODE**

The University expects students to maintain standards of personal integrity that are in harmony with the educational goals of the institution; to respect the rights, privileges, and property of others; and to observe national, state, and local laws and University regulations. For more information, please refer to "Student Conduct Code," Kapi`olani Community College General Catalog.

### **AUDIO AND VISUAL RECORDINGS**

Prior permission of the instructor is required for audio and/or visual recordings of lectures or class presentations. Student initiated recording(s) and use of any electronic means of capturing or transmitting lectures or class presentations are prohibited and may be subject to disciplinary action by the College. For more information, please refer to "Student Conduct Code," Kapi`olani Community College General Catalog.

### **PLAGIARISM/CHEATING**

Any student, including collaborators, who cheats or plagiarizes on any quiz, exam, or assignment will receive a "zero score" and will be asked to withdraw from class. If you turn in someone else's work or reformat another person's work as your own, it is cheating. You may not share disks, files, or printouts. Be honest with yourself and with others. If you have concerns, please discuss them with your instructor. For more information, please refer to "Student Conduct Code," Kapi`olani Community College General Catalog.

### **DISRUPTIVE BEHAVIOR**

Any student whose speech or actions intentionally are disrespectful, offensive, and/or threatening; interferes with the learning activities of other students; impedes the delivery of College services; or has a negative impact in any learning environment may be subject to disciplinary action by the College. For more information, please refer to "Student Conduct Code," Kapi`olani Community College General Catalog.

### **ILLEGAL DRUGS AND ALCOHOL ABUSE**

In conformance with existing law, students are not permitted to manufacture, distribute, possess, use dispense or be under the influence of illegal drugs and/or alcohol as prohibited by State and federal law on campus. Students found in violation of this shall be subject to the provisions of the "Student Conduct Code." The university will cooperate with law enforcement agencies. For more information, please refer to "Student Conduct Code," Kapi`olani Community College General Catalog.

### **FINAL COURSE GRADE**

Final course grades are usually posted on the web within a week after grades are due. Grade reports are not mailed to students. Check MyUH at <http://myuh.hawaii.edu> to view grades.

## **STUDENT SUPPORT SERVICES**

For more information, please refer to "Student Support Services," Kapi`olani Community College General Catalog.

**Academic Advising** counselors assist students with course selection and planning towards graduation. Lori Sakaguchi advises BLT students with last names A-K, Kopiko 111, email [LLsakagu@hawaii.edu](mailto:LLsakagu@hawaii.edu), phone 734-9017. Cynthia Kimura advises BLT students with last names L-Z, Kopiko 109, email [ckimura@hawaii.edu](mailto:ckimura@hawaii.edu), phone 734-9107. BLT counselors email declared accounting, information technology, marketing, and legal education majors important program/departmental/counseling

information. Please read your @hawaii.edu email and use your @hawaii.edu email when contacting the counselors.

**Disability Services** provides support services to students with documented disabilities. Extended time in a distraction-free environment is an appropriate accommodation based on a student's disability. If you are a student with a documented disability and have not voluntarily disclosed the nature of your disability and the support you need, you are invited to contact the Disability Support Services Office, `Ilima 103, phone 734-9552 (V/T), for assistance.

**Kekaulike Information and Service Center (KISC)** (formerly the Admission, Records, and Financial Aid offices) assists students regarding registration concerns, transfer credits, financial obligations, scholarships/ grants/loans, on campus employment, etc., `Ilima 102, email [kapinfo@hawaii.edu](mailto:kapinfo@hawaii.edu), phone 734-9555.

**Single Parents and Homemakers Program** assists eligible single parents and displaced homemakers to gain marketable skills. Services include academic, career and personal counseling; referral networks; career/life planning seminars; financial aid; childcare information; and workshops/club activities. You are invited to contact the program in `Iliahi 201, email [spdh@hawaii.edu](mailto:spdh@hawaii.edu), phone 734-9504.

**TRIO-Student Support Services** helps qualified low-income, first-generation students and/or students with disabilities to succeed in academics, attain their educational goal, or transfer to a four-year educational institution. You are invited to contact TRIO in `Iliahi 113, phone 734-9553.

**Kahikoluamea** counselors and peer advisors encourage and support first-year students in their transition to college and toward the successful completion of their academic courses. Services provided include peer counseling, tutoring, academic counseling, financial aid application assistance, and connections to programs and services, `Iliahi building, phone 734-9341.