

**Students with no computer experience must take CMAP-1680, Microcomputer Applications, in the first semester of the program.*

Certificate

The Entrepreneurship Certificate program is designed for students who exhibit entrepreneurial potential and interest in exploring the entrepreneurial mindset. The focus is on developing an entrepreneurial mindset, evaluating and investigating business opportunities, financing a business, and strategic planning. The general education requirements are designed to encourage students to develop computational and communication skills used in the entrepreneurial world.

General Education Requirements			Credits
Writing Level I (WR1)			3
MATH/APPM/LSCI			(In program)
PEAC/UNST/WELL			1
Program Requirements			
ACCT	1010	Principles of Accounting I (4cr) OR	
ACCT	1050	Practical Accounting (3cr)	3
BADM	1005	Business Math (APPM)	3
BADM	1020	Business Communication (WR2) OR	
ENGL	2010	Technical Writing (WR2)	3
BADM	2105	Small Business Management	3
CO/M	2130	Human Relations (ORAL) OR	
MGT	2130	Human Relations (ORAL)	3
ENTR	1505	Entrepreneurship I: Entrepreneurial Mindset	3
ENTR	1525	Entrepreneurship II: Opportunity Analysis	3
ENTR	1590	Entrepreneurial Leadership I	1
ENTR	2510	Entrepreneurship III: Financing Your Business	3
ENTR	2520	Legal Issues for Entrepreneurs	3
ENTR	2535	Entrepreneurship IV: Strategic Planning, A Roadmap to Success	3
ENTR	2590	Entrepreneurial Leadership II	1
MKT	1000	Advertising & Sales Promotion OR	
MKT	1510	Entrepreneurial Marketing	3
Total			39

Credential

The Entrepreneurship Credential program is designed for students who exhibit entrepreneurial potential and interest in exploring the entrepreneurial mindset. The focus is on developing an entrepreneurial mindset, evaluating and investigating business opportunities, financing a business, and strategic planning.

Program Requirements			Credits
CO/M	2130	Human Relations (ORAL) OR	
MGT	2130	Human Relations (ORAL)	3
ENTR	1505	Entrepreneurship I: Entrepreneurial Mindset	3
ENTR	1525	Entrepreneurship II: Opportunity Analysis	3
ENTR	1590	Entrepreneurial Leadership I	1
ENTR	2510	Entrepreneurship III: Financing Your Business	3
ENTR	2535	Entrepreneurship IV: Strategic Planning, A Roadmap to Success	3
ENTR	2590	Entrepreneurial Leadership II	1
MKT	1000	Advertising & Sales Promotion OR	
MKT	1510	Entrepreneurial Marketing	3
Total			20

Central Wyoming College
 2660 Peck Avenue
 Riverton, WY 82501
 (307) 855-2000
 (800) 735-8418

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Consistent with its mission to value diversity and to treat all individuals with dignity and respect, Central Wyoming College does not discriminate on the basis of race, color, national origin, ancestry, sex, age, religion, or disability in admission or access to, or treatment or employment in its educational program services or activities. The college makes reasonable accommodations to serve students with special needs and offers services to students who have the ability to benefit.

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Credential, Entrepreneurship

CWC
Ent ~~AA~~
Credential
Syllabi

Year	When is class offered?	Credits	Course Number	Cours
	Summer, Fall	3	ENTR 1500	Entre; Entre; Course Description Upon successful completion of this course, the student will be introduced to the entrepreneurial mindset in its true economic and social context by studying the unlimited opportunities that an entrepreneurial mindset can provide. The student will study the skills, attitudes and behaviors that successful entrepreneurs have historically possessed, as well as the issues, circumstances and obstacles that shaped their time. Additionally, the student will analyze modern-day successful entrepreneurs who faced hardship and adversity by embracing an entrepreneurial mindset. The characteristics of the entrepreneurial mindset will be dissected and applied to the student's own mindset and entrepreneurial potential. (First class in a four part series)
	Unknown	1	ENTR 1590	Entrepreneurial Leadership I Course Description This class is the first of a two part series. This class is a series of 16 hours of webinars/seminars with people that demonstrate the entrepreneurial mindset. It will be a time of question and answer and an excellent opportunity for networking.
	1 st offering Fall	3	ENTR 1520	Entrepreneurship II: Opportunity Analysis Course Description This class is the second of a four part series in entrepreneurship. This class will focus on analyzing the entrepreneurial opportunity. The student will explore the feasibility of implementing his or her idea to a successful business and begin the process of writing a business plan.
	Unknown	1	ENTR 2590	Entrepreneurial Leadership II Course Description This class is the second of a two part series. This class is a series of 16 hours of webinars/seminars with people that demonstrate the entrepreneurial mindset. It will be a time of question and answer and an excellent opportunity

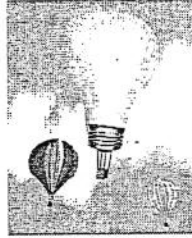
				for networking.
	Unknown	3	ENTR 2500	<p>Entrepreneurship III: Financing Your Idea</p> <p>Course Description This class is the third of a four part series in entrepreneurship. This class will focus on researching the options for financing the student's entrepreneurial activity. The final weeks of this course will give the student the opportunity to pitch his or her business to several financial leaders.</p>
	Summer & Fall	2	MKT 1000 or	<p>Advertising & Sales Promotion</p> <p>Course Description This course provides students an opportunity for students to gain an understanding of advertising and other mass communications marketing practices: common business activities and terminology, perspectives applied when taking the optimal approach to decisions, plus descriptions and rationales of common practices (which are often far from optimal). The class places emphasis on developing students' abilities to express their analysis and recommendations in class discussion, student projects, and real-world testing and examination.</p>
		3	MKT 2010	<p>Problems in Business: Entrepreneurial Marketing</p> <p>Course Description Entrepreneurial Marketing is designed to instruct learners how to create, develop, and execute marketing tactics to grow a successful business. A detailed marketing plan will be created, which can be used as a tool to market successful businesses. The student will gain insights essential for marketing their entrepreneurial venture using innovative and financially responsible marketing strategies. The student will create effective marketing communication materials for use in their operation. The student will prepare a marketing plan to launch the entrepreneurial venture and implement the first two years of business operation.</p>
	Unknown	3	ENTR 2530	<p>Entrepreneurship IV: Idea to Implementation Creating a Roadmap for Success (Strategic Plan & Business Plan)</p> <p>Course Description</p>

				<p>This class is the capstone class for the Associate's of Applied Science in Entrepreneurship. This class should be taken the student's last semester in the program and is the fourth class in a four class series. This class will assist the students in putting together a "Roadmap for Success" for his or her business. The student will finalize all materials that will be used to start his or her business (finishing the business plan and creating a strategic plan).</p>
	Every Semester	3	CO/M 2130 or MGT 2130	Human Relations
Total Hours		19		

Commerce, Allied Health, Technology, & Safety Division

Business Department Syllabus

Entrepreneurship I: Entrepreneurial Mindset



ENTR 1500

COURSE SYLLABUS

3 credits

Semester:	Fall 2012
Instructor:	Angel Sparkman/Eric Heiser
Office:	Online Instructor Assignments may be left with Carol Kraft, Division Assistant, in MH 152 or submitted through our class site on Angel (My Central-My Classes)
Online Office Hours:	Monday, Tuesday, Thursday, & Friday 9-11 a.m.
Contact:	(307) 349-9148 (Cell) E-mail address: angel@cw.edu Fax: (307) 855-2091
Course Time/Place:	Online
On-line Access:	http://www.cw.edu On-line Classroom—Log in to My Central and then go to “My Classes”
Username/Password	Username = initials plus 4-digit birth reference [i.e., mwp0419] Initial Password = Wy plus 7-digit CWC ID [i.e., Wy0023657] Usernames and passwords are case sensitive. Protect your CWC ID now as you would your SSN.

Course Credits: 3 credits

Course Methods: Lecture course (3 hrs. per week)

Request for Accommodations: CWC will provide reasonable accommodations for students with documented disabilities. Students requiring reasonable accommodation for a disability must complete the attached "Request for Accommodations" form and submit it to Disability Resources, Student Success Center, MH123C.

COURSE DESCRIPTION

Catalog Course Description

Upon successful completion of this course, the student will be introduced to the entrepreneurial mindset in its true economic and social context by studying the unlimited opportunities that an entrepreneurial mindset can provide. The student will study the skills, attitudes and behaviors that successful entrepreneurs have historically possessed, as well as the issues, circumstances and obstacles that shaped their time. Additionally, the student will analyze modern-day successful entrepreneurs who faced hardship and adversity by embracing an entrepreneurial mindset. The characteristics of the entrepreneurial mindset will be dissected and applied to the student's own mindset and entrepreneurial potential. (First class in a four part series)

Required Materials:

Text: *Required text will be provided.*

Prerequisites: There are no prerequisites to this course.

MAJOR TOPICS:

- What is Entrepreneurship?
- Benefits and Drawback of Entrepreneurship
- Characteristics of Successful Entrepreneurs
- Cultural Diversity of Entrepreneurship
- Avoiding the Pitfalls of Entrepreneurship
- The Entrepreneurial Mind

- Competitive Advantages
- Strategic Planning
- Conducting a Feasibility Study

COURSE OBJECTIVES:

In order to successfully complete this course, students will:

1. Ascertain the economic, political, social and technological climate that supports and hinders the spirit of entrepreneurship.
2. Trace the origins of entrepreneurial ideas focusing on the economic, political, social and technological conditions of the time.
3. Evaluate the impact and benefits of applying the lessons learned in dissecting the entrepreneurial mindset.
4. Translate the historical applications of implementing the characteristics of an entrepreneurial mindset to current applications.
5. Consider the potential for current implementation of the characteristics of an entrepreneurial mindset considering modern day issues, opportunities and obstacles.
6. Discuss the application of the entrepreneurial mindset to problem solving.
7. Affirm the value of the entrepreneurial mindset and its application on the future of our society.
8. Utilize ones' personal perspectives, histories, experiences, and view points to identify similarities and differences to the characteristics of an entrepreneurial mindset.
9. Compare and contrast the entrepreneurial mindset tools utilized historically and in modern times; identify similarities and difference.

EVALUATION TOOLS

The above objectives will be evaluated through the following tools:

1. Case Analysis and Revision
2. Discussion Boards
3. Internet & Library Research
4. Chapter Quizzes
5. Create a Feasible Study Using Primary and Secondary Resources
6. Oral Presentation on Report Findings

GRADING

Assignment Requirements:

A list of assignments is available through Angel under "My Classes." Assignments are due on the due date.

Late Assignments / Missed Exams:

Students should turn in assignments when they are due. Any late assignments that are submitted not according to the following policy will result in a zero for that particular assignment.

Late papers/projects: Late papers or projects must be petitioned to be graded. The petition form is attached to this syllabus. The petition is attached to the front of the late paper and is submitted to the instructor for that particular class within two weeks of the due date. If it is not submitted during that time frame, the student will earn a zero. The instructor will review the petition within 48 hours. The student will be notified as soon as the decision is made. The student's paper will be graded if the petition is approved. The maximum percentage that a student whose petition is granted can receive is 80 percent. If the petition is denied, the student will earn a zero.

There are no limits in the number of times that a student may submit a petition.

Missed exams: If a class offers online exams or quizzes, it is the student's responsibility to complete the assignment within the time offered. Due to the nature of online learning, if the exam is not completed within the time frame, the student will earn a zero.

The petition for late-work acceptance is attached.

Grading:

Student performance will be evaluated based on approximately the following distribution:
[Note that adjustments may be made to points possible and percentages during the semester.]

Activity	% Final Grade
Homework Assignments	35%
Chapter Quizzes	15%
Feasibility Analysis	35%
Feasibility Analysis Presentation	15%
Total	100%

Grade Scale: The following grade scale will be used for the course:

A	90-100%
B	80-89.9%
C	70-79.9%
D	60-69.9%
F	Below 60%

Grade Reports: Grades are updated weekly within the online learning management system. Also, grade reports will be supplied periodically throughout the semester. Please contact the instructor immediately if you have any questions.

Confirmation of Grade: In compliance with the Privacy Act, grades will not be posted nor can they be given to spouse, parents, friends, or employers. Final grades will be available through Web Advisor.

COURSE POLICIES AND PROCEDURES

Absenteeism: Attendance is important for this course. Students are expected to complete weekly assignments (and turn them in by the due date!).

Conduct: You are expected to conduct yourself in an appropriate manner. You are expected to control your language and behavior at all times and to avoid the use of vulgarities, obscenities, and profanities. You are expected to have respect for your fellow classmates. By conducting yourself in a positive manner and being responsible for your own learning during class, you will be contributing to an atmosphere of teamwork with your classmates and instructor. Students are expected to actively participate during class discussion.

Academic Dishonesty:

College Policy:

- Academic dishonesty is not tolerated. Dishonesty includes plagiarism, cheating and any conscious act by a student which gives him/her an undue advantage over fellow students.
- Plagiarism is copying or using the ideas of another without giving proper credit through the use of quotation marks, footnotes or other forms of reference.
- Cheating involves obtaining and making unauthorized use of answers to examinations, tests, quizzes and laboratory reports as well as copying from fellow students or submitting work that has been done by someone else.
- Initially, it is the responsibility of faculty to prevent cheating. Subsequently, when a student is found cheating, faculty should exercise appropriate discretion in dealing with the situation.
- When suspected cases of academic dishonesty arise, faculty shall seek to verify the violation and confront the student(s) involved. After establishing the violation, the appropriate sanction shall be decided by the faculty member unless such sanction involves a recommendation that the student be expelled. In such cases, the division chair and the Vice-President/Dean of Academic Services shall be involved in deciding and imposing sanctions. In all cases, a written report of the incident should be filed in the Vice-President/Dean of Academic Services' office and a copy sent to the Registration and Records Office to be retained in the student's permanent file.

- Due process shall be followed at all times. A student may appeal any disciplinary sanction he or she feels is unfair or arbitrary to the Dean of Student Services, the Vice-President/Dean of Academic Services, the Student Grievance Committee and ultimately to the President.

Withdrawing From Class: If the student wants to withdraw from this class, the student should do so by Friday, May 4. This action can be done by completing a form with Registration and Records or online through WebAdvisor. This instructor reserves the right to drop a student once the student has not completed two weeks' worth of assignments.

IMPORTANT NOTE TO ALL STUDENTS

BY ENROLLING IN THIS COURSE, THE STUDENT AGREES TO COMPLY WITH ALL RULES AND REGULATIONS GOVERNING STUDENT CONDUCT AS STATED IN THE CURRENT STUDENT HANDBOOK AND CURRENT COLLEGE CATALOG AND TO THE POLICIES AND PROCEDURES OUTLINED IN THIS SYLLABUS.

IMPORTANT DATES TO REMEMBER:

January 16	-	Classes begin.
February 20	-	No Class. President's Holiday
February 24	-	Graduation application deadline for Spring 2011
March 12-16	-	Spring Break. College Closed.
April 9-13	-	Advising Week. Please see your faculty advisor this week!
April 6	-	Spring Holiday. College Closed.
May 4	-	Last Day to Withdraw from classes.
May 9	-	Classes end.
May 11	-	Commencement @ 7:30 p.m.

PETITION FOR LATE PAPER ACCEPTANCE
(Attach Completed Assignment)

Student's Name: _____

Course: _____

Instructor: _____

Date Assignment Due: _____

Date Assignment Received: _____

Reason for Late Assignment: _____

Commerce, Allied Health, Technology, & Safety Division

Business Department

Entrepreneurial Leadership I



ENTR 1590

COURSE SYLLABUS

1 credit

Semester:	Spring 2012
Instructor:	Angel Sparkman
Office:	Online Instructor Assignments may be left with Carol Kraft, Division Assistant, in MH 152 or submitted through our class site on Angel (My Central-My Classes)
Online Office Hours:	Monday, Tuesday, Thursday, & Friday 9-11 a.m.
Contact:	(307) 349-9148 (Cell) E-mail address: angel@cwcc.edu Fax: (307) 855-2091
Course Time/Place:	Online
On-line Access:	http://www.cwcc.edu On-line Classroom—Log in to My Central and then go to “My Classes”
Username/Password	Username = initials plus 4-digit birth reference [i.e., mwp0419] Initial Password = Wy plus 7-digit CWC ID [i.e., Wy0023657] Usernames and passwords are case sensitive. Protect your CWC ID now as you would your SSN.

Course Credits; 1 credit

Course Methods: Lecture course (1 hr. per week)

Request for Accommodations: CWC will provide reasonable accommodations for students with documented disabilities. Students requiring reasonable accommodation for a disability must complete the attached "Request for Accommodations" form and submit it to Disability Resources, Student Success Center, MH123C.

COURSE DESCRIPTION

Catalog Course Description

This class is the first of a two part series. This class is a series of 16 hours of webinars/seminars with people that demonstrate the entrepreneurial mindset. It will be a time of question and answer and an excellent opportunity for networking.

Required Materials:

Text: *No text required.*

Prerequisites: There are no prerequisites to this course.

MAJOR TOPICS:

- What is Entrepreneurship?
- Benefits and Drawbacks of Entrepreneurship
- Characteristics of Successful Entrepreneurs
- Cultural Diversity of Entrepreneurship
- Avoiding the Pitfalls of Entrepreneurship
- The Entrepreneurial Mind
- Competitive Advantages
- Why does Entrepreneurship work?

COURSE OBJECTIVES:

In order to successfully complete this course, students will:

1. Discuss why some entrepreneurs have had success.
2. Explain what has worked for other entrepreneurs.
3. Reflect on how each speaker's experience related to his or her own experience.
4. Participate in networking opportunities.

EVALUATION TOOLS

The above objectives will be evaluated through the following tools:

1. Student participation.
2. Reflection paper after each speaker.
3. Contact information collected from each speaker.

GRADING

Assignment Requirements:

A list of assignments is available through Angel under "My Classes." Assignments are due on the due date.

Late Assignments / Missed Exams:

Students should turn in assignments when they are due. Any late assignments that are submitted not according to the following policy will result in a zero for that particular assignment.

Late papers/projects: Late papers or projects must be petitioned to be graded. The petition form is attached to this syllabus. The petition is attached to the front of the late paper and is submitted to the instructor for that particular class within two weeks of the due date. If it is not submitted during that time frame, the student will earn a zero. The instructor will review the petition within 48 hours. The student will be notified as soon as the decision is made. The student's paper will be graded if the petition is approved. The maximum percentage that a student whose petition is granted can receive is 80 percent. If the petition is denied, the student will earn a zero.

There are no limits in the number of times that a student may submit a petition.

Missed exams: If a class offers online exams or quizzes, it is the student's responsibility to complete the assignment within the time offered. Due to the nature of online learning, if the exam is not completed within the time frame, the student will earn a zero.

The petition for late-work acceptance is attached.

Course Evaluation:

Student performance will be evaluated based on approximately the following distribution:
[Note that adjustments may be made to points possible and percentages during the semester.]

Activity	% Final Grade
Participation with Speakers	50%
Reflection Papers	35%
Contact Information	15%
Total	100%

Grade Scale: The following grade scale will be used for the course:

A	90-100%
B	80-89.9%
C	70-79.9%
D	60-69.9%
F	Below 60%

Grade Reports: Grades are updated weekly within the online learning management system. Also, grade reports will be supplied periodically throughout the semester. Please contact the instructor immediately if you have any questions.

Confirmation of Grade: In compliance with the Privacy Act, grades will not be posted nor can they be given to spouse, parents, friends, or employers. Final grades will be available through Web Advisor.

COURSE POLICIES AND PROCEDURES

Absenteeism: Attendance is important for this course. Students are expected to complete weekly assignments (and turn them in by the due date!).

Conduct: You are expected to conduct yourself in an appropriate manner. You are expected to control your language and behavior at all times and to avoid the use of vulgarities, obscenities, and profanities. You are expected to have respect for your fellow classmates. By conducting yourself in a positive manner and being responsible for your own learning during class, you will be contributing to an atmosphere of teamwork with your classmates and instructor. Students are expected to actively participate during class discussion.

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- March 12-16 - Spring Break. College Closed.
- April 9-13 - Advising Week. Please see your faculty advisor this week!
- April 6 - Spring Holiday. College Closed.
- May 4 - Last Day to Withdraw from classes.
- May 9 - Classes end.
- May 11 - Commencement @ 7:30 p.m.

CWC Student Support Services Request for Accommodations

Directions for Student:

1. Please get signature that you have provided documentation of a disability. This can be signed by the director of Student Support Services MH123C or the Student Services Coordinator, MH123E.
2. Complete the boxed section, including your signature.
3. Please discuss the requested accommodations with the faculty/staff member directly. We will provide assistance if needed. Have the faculty/staff member sign the form.
4. Return completed form to Student Support Services.

Student has has not provided documentation of a disability.

Signed _____

Date _____	Student Name _____
Course (prefix, section & title) _____	
Instructor _____	
Accommodations Requested	

Student signature _____	

Faculty Recommendations _____

Faculty/Staff signature _____

Accommodations made _____

PETITION FOR LATE PAPER ACCEPTANCE
(Attach Completed Assignment)

Student's Name: _____

Course: _____

Instructor: _____

Date Assignment Due: _____

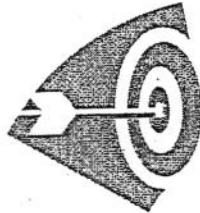
Date Assignment Received: _____

Reason for Late Assignment: _____

Commerce, Allied Health, Technology, & Safety Division

Business Department Syllabus

Entrepreneurship II: Opportunity Analysis



ENTR 1520

COURSE SYLLABUS

3 credits

Semester:	Spring 2012
Instructor:	Angel Sparkman
Office:	Online Instructor Assignments may be left with Carol Kraft, Division Assistant, in MH 152 or submitted through our class site on Angel (MyCentral-MyClasses)
Online Office Hours:	Monday, Tuesday, Thursday, & Friday 9-11 a.m.
Contact:	(307) 349-9148 (Cell) E-mail address: angel@cw.edu Fax: (307) 855-2091
Course Time/Place:	Online
On-line Access:	http://www.cw.edu On-line Classroom—Log in to My Central and then go to “My Classes”
Username/Password	Username = initials plus 4-digit birth reference [i.e., mwp0419] Initial Password = Wy plus 7-digit CWC ID [i.e., Wy0023657] Usernames and passwords are case sensitive. Protect your CWC ID now as you would your SSN.
Course Credits:	3 credits

Course Methods: Lecture course (3 hrs. per week)

Request for Accommodations: CWC will provide reasonable accommodations for students with documented disabilities. Students requiring reasonable accommodation for a disability must complete the attached "Request for Accommodations" form and submit it to Disability Resources, Student Success Center, MH123C.

COURSE DESCRIPTION

Catalog Course Description

This class is the second of a four part series in entrepreneurship. This class will focus on analyzing the entrepreneurial opportunity. The student will explore the feasibility of implementing his or her idea to a successful business and begin the process of writing a business plan.

Required Materials:



Text: *Essentials of Entrepreneurship and Small Business Management*
Norman M. Scarborough
6th Edition
Prentice Hall, a division of Pearson
ISBN: 0-13-610959

NOTE: This text will be used for ENTR 1520 & ENTR 2500.

Prerequisites: Students must take ENTR 1500 before taking this course.

MAJOR TOPICS:

- Element of a Feasibility Study
- Elements of a Business Plan
- Reasons for Completing a Business Plan
- Business Plan Presentation
- Business Plan Format
- Forms of Business Ownership

COURSE OBJECTIVES:

In order to successfully complete this course, students will:

1. Complete a feasibility study.
2. Describe the elements of a solid business plan.
3. Describe the keys to making an effective business plan presentation.
4. Explain the advantages and the disadvantages of the major forms of ownership.
5. should consider before launching into e-commerce.
6. Explain the basic strategies entrepreneurs should follow to achieve success in their e-commerce efforts.
7. Describe how e-businesses ensure the privacy and security of the information they collect and store from the Web.
8. Complete an outline of the components of a business plan.

EVALUATION TOOLS

The above objectives will be evaluated through the following tools:

1. Discussion Boards
2. Internet & Library Research
3. Chapter Quizzes
4. Complete a Feasibility Study
5. Write a Business Plan

GRADING

Assignment Requirements:

A list of assignments is available through Angel under "My Classes." Assignments are due on the due date.

Late Assignments / Missed Exams:

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The petition for late-work acceptance is attached.

Grading:

Student performance will be evaluated based on approximately the following distribution:
[Note that adjustments may be made to points possible and percentages during the semester.]

Activity	% Final Grade
Homework Assignments	35%
Chapter Quizzes	15%
Feasibility Study	35%
Business Plan	15%
Total	100%

Grade Scale: The following grade scale will be used for the course:

A	90-100%
B	80-89.9%
C	70-79.9%
D	60-69.9%
F	Below 60%

Grade Reports: Grades are updated weekly within the online learning management system. Also, grade reports will be supplied periodically throughout the semester. Please contact the instructor immediately if you have any questions.

Confirmation of Grade: In compliance with the Privacy Act, grades will not be posted nor can they be given to spouse, parents, friends, or employers. Final grades will be available through Web Advisor.

COURSE POLICIES AND PROCEDURES

Absenteeism: Attendance is important for this course. Students are expected to complete weekly assignments (and turn them in by the due date!).

Conduct: You are expected to conduct yourself in an appropriate manner. You are expected to control your language and behavior at all times and to avoid the use of vulgarities, obscenities, and profanities. You are expected to have respect for your fellow classmates. By conducting

yourself in a positive manner and being responsible for your own learning during class, you will be contributing to an atmosphere of teamwork with your classmates and instructor. Students are expected to actively participate during class discussion.

Academic Dishonesty:

College Policy:

- Academic dishonesty is not tolerated. Dishonesty includes plagiarism, cheating and any conscious act by a student which gives him/her an undue advantage over fellow students.
- Plagiarism is copying or using the ideas of another without giving proper credit through the use of quotation marks, footnotes or other forms of reference.
- Cheating involves obtaining and making unauthorized use of answers to examinations, tests, quizzes and laboratory reports as well as copying from fellow students or submitting work that has been done by someone else.
- Initially, it is the responsibility of faculty to prevent cheating. Subsequently, when a student is found cheating, faculty should exercise appropriate discretion in dealing with the situation.
- When suspected cases of academic dishonesty arise, faculty shall seek to verify the violation and confront the student(s) involved. After establishing the violation, the appropriate sanction shall be decided by the faculty member unless such sanction involves a recommendation that the student be expelled. In such cases, the division chair and the Vice-President/Dean of Academic Services shall be involved in deciding and imposing sanctions. In all cases, a written report of the incident should be filed in the Vice-President/Dean of Academic Services' office and a copy sent to the Registration and Records Office to be retained in the student's permanent file.
- Due process shall be followed at all times. A student may appeal any disciplinary sanction he or she feels is unfair or arbitrary to the Dean of Student Services, the Vice-President/Dean of Academic Services, the Student Grievance Committee and ultimately to the President.

Withdrawing From Class: If the student wants to withdraw from this class, the student should do so by Friday, May 4. This action can be done by completing a form with Registration and Records or online through Web Advisor. This instructor reserves the right to drop a student once the student has not completed two weeks' worth of assignments.

IMPORTANT NOTE TO ALL STUDENTS

BY ENROLLING IN THIS COURSE, THE STUDENT AGREES TO COMPLY WITH ALL RULES AND REGULATIONS GOVERNING STUDENT CONDUCT AS STATED IN THE CURRENT STUDENT HANDBOOK AND CURRENT COLLEGE CATALOG AND TO THE POLICIES AND PROCEDURES OUTLINED IN THIS SYLLABUS.

IMPORTANT DATES TO REMEMBER:

- January 16 - Classes begin.
- February 20 - No Class. President's Holiday
- February 24 - Graduation application deadline for Spring 2011
- March 12-16 - Spring Break. College Closed.
- April 9-13 - Advising Week. Please see your faculty advisor this week!
- April 6 - Spring Holiday. College Closed.
- May 4 - Last Day to Withdraw from classes.
- May 9 - Classes end.
- May 11 - Commencement @ 7:30 p.m.

CWC Student Support Services

Request for Accommodations

Directions for Student:

1. Please get signature that you have provided documentation of a disability. This can be signed by the director of Student Support Services MH123C or the Student Services Coordinator, MH123E.
2. Complete the boxed section, including your signature.
3. Please discuss the requested accommodations with the faculty/staff member directly. We will provide assistance if needed. Have the faculty/staff member sign the form.
4. Return completed form to Student Support Services.

Student has has not provided documentation of a disability.

Signed _____

Date _____	Student Name _____
Course (prefix, section & title) _____	
Instructor _____	
Accommodations Requested	

Student signature _____	

Faculty Recommendations _____

Faculty/Staff signature _____

Accommodations made _____

PETITION FOR LATE PAPER ACCEPTANCE
(Attach Completed Assignment)

Student's Name: _____

Course: _____

Instructor: _____

Date Assignment Due: _____

Date Assignment Received: _____

Reason for Late Assignment: _____

Level <u> 2 </u>
WCCC approval _____
Date _____

**Central Wyoming College
COURSE OUTLINE**

COURSE TITLE: Entrepreneurial Leadership II PREFIX & NO.: ENTR 2590

CR HRS: 1 Lecture: 1 Lab: Max Credits for Graduation 1

COURSE CATALOG DESCRIPTION:

This course is the second of a two part series to introduce students to the business leaders and local, state, and national organizations whose purpose is to assist an entrepreneur in his or her quest towards business ownership. There will be a series of webinars/seminars. It will consist of professional networking opportunities and group discussions. Prerequisite: Completion of ENTR 1590. (1 lect.)

MAJOR TOPICS:

- What is Entrepreneurship?
- Benefits and Drawback of Entrepreneurship
- Characteristics of Successful Entrepreneurs
- Cultural Diversity of Entrepreneurship
- Avoiding the Pitfalls of Entrepreneurship
- The Entrepreneurial Mind
- Competitive Advantages
- Why Does Entrepreneurship Work?

COURSE OBJECTIVES:

In order to successfully complete this course, students will:

1. Discuss and explain entrepreneurs' success.
2. Participate in networking opportunities.

OTHER COMMENTS: Any information placed here must be adhered to by all instructors.

For textbook information, contact the instructor.

_____	Date
Faculty Originator	
_____	Date
Department/Division	
_____	Date
Dean	

For Office Use Only	
Date Originally Posted _____	
Revised _____	

Entrepreneurial Leadership II



ENTR 2590
COURSE SYLLABUS
CATS DIVISION
1 credit

Semester:	Spring 2012
Instructor:	Angel Sparkman
Office:	Online Instructor Assignments may be left with Carol Kraft, Division Assistant, in MH 152 or submitted through our class site on Angel (My Central-My Classes)
Online Office Hours:	Monday, Tuesday, Thursday, & Friday 9-11 a.m.
Contact:	(307) 349-9148 (Cell) E-mail address: angel@cw.edu Fax: (307) 855-2091
Course Time/Place:	Online
On-line Access:	http://www.cw.edu On-line Classroom—Log in to My Central and then go to “My Classes”
Username/Password	Username = initials plus 4-digit birth reference [i.e., mwp0419] Initial Password = Wy plus 7-digit CWC ID [i.e., Wy0023657] Usernames and passwords are case sensitive. Protect your CWC ID now as you would your SSN.
Course Credits:	1 credit

Course Methods: Lecture course (1 hr. per week)

Request for Accommodations: CWC will provide reasonable accommodations for students with documented disabilities. Students requiring reasonable accommodation for a disability must complete the attached "Request for Accommodations" form and submit it to Disability Resources, Student Success Center, MH123C.

COURSE DESCRIPTION

Catalog Course Description

This class is the second of a two part series. This class is a series of 16 hours of webinars/seminars with people that demonstrate the entrepreneurial mindset. It will be a time of question and answer and an excellent opportunity for networking.

Required Materials:

Text: *No text required.*

Prerequisites: There are no prerequisites to this course.

MAJOR TOPICS:

- What is Entrepreneurship?
- Benefits and Drawback of Entrepreneurship
- Characteristics of Successful Entrepreneurs
- Cultural Diversity of Entrepreneurship
- Avoiding the Pitfalls of Entrepreneurship
- The Entrepreneurial Mind
- Competitive Advantages
- Why does Entrepreneurship work?

COURSE OBJECTIVES:

In order to successfully complete this course, students will:

1. Discuss why some entrepreneurs have had success.
2. Explain what has worked for other entrepreneurs.
3. Reflect on how each speaker's experience related to his or her own experience.
4. Participate in networking opportunities.

EVALUATION TOOLS

The above objectives will be evaluated through the following tools:

1. Student participation.
2. Reflection paper after each speaker.
3. Contact information collected from each speaker.

GRADING

Assignment Requirements:

A list of assignments is available through Angel under "My Classes." Assignments are due on the due date.

Late Assignments / Missed Exams:

Students should turn in assignments when they are due. Any late assignments that are submitted not according to the following policy will result in a zero for that particular assignment.

Late papers/projects: Late papers or projects must be petitioned to be graded. The petition form is attached to this syllabus. The petition is attached to the front of the late paper and is submitted to the instructor for that particular class within two weeks of the due date. If it is not submitted during that time frame, the student will earn a zero. The instructor will review the petition within 48 hours. The student will be notified as soon as the decision is made. The student's paper will be graded if the petition is approved. The maximum percentage that a student whose petition is granted can receive is 80 percent. If the petition is denied, the student will earn a zero.

There are no limits in the number of times that a student may submit a petition.

Missed exams: If a class offers online exams or quizzes, it is the student's responsibility to complete the assignment within the time offered. Due to the nature of online learning, if the exam is not completed within the time frame, the student will earn a zero.

The petition for late-work acceptance is attached.

Course Evaluation:

Student performance will be evaluated based on approximately the following distribution:
[Note that adjustments may be made to points possible and percentages during the semester.]

Activity	% Final Grade
Participation with Speaker ,	50%
Reflection Paper	35%
Contact Information	15%
Total	100%

Grade Scale: The following grade scale will be used for the course:

A	90-100%
B	80-89.9%
C	70-79.9%
D	60-69.9%
F	Below 60%

Grade Reports: Grades reports will be supplied periodically throughout the semester. Please contact the instructor immediately if you have any questions.

Confirmation of Grade: In compliance with the Privacy Act, grades will not be posted nor can they be given to spouse, parents, friends, or employers. Final grades will be available through Web Advisor.

COURSE POLICIES AND PROCEDURES

Absenteeism: Attendance is important for this course. Students are expected to complete weekly assignments (and turn them in by due date!).

Conduct: You are expected to conduct yourself in an appropriate manner. You are expected to control your language and behavior at all times and to avoid the use of vulgarities, obscenities, and profanities. You are expected to have respect for your fellow classmates. By conducting yourself in a positive manner and being responsible for your own learning during class, you will be contributing to an atmosphere of teamwork with your classmates and instructor. Students are expected to actively participate during class discussion.

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May 11 - Commencement @ 7:30 p.m.

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Request for Accommodations

Directions for Student:

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2. Complete the boxed section, including your signature.
3. Please discuss the requested accommodations with the faculty/staff member directly. We will provide assistance if needed. Have the faculty/staff member sign the form.
4. Return completed form to Student Support Services.

Student has has not provided documentation of a disability.

Signed _____

Date _____	Student Name _____
Course (prefix, section & title) _____	
Instructor _____	
Accommodations Requested	

Student signature _____	

Faculty Recommendations _____

Faculty/Staff signature _____

Accommodations made _____

Recommended Schedule: Scheduled meetings throughout the semester.

Preliminary meeting to discuss expectations

Topic Selected

Outline Due

Rough Draft Due

Revised Paper due

Final Paper Due

Presentation

Faculty Originator . Date

Department/Division Date

Associate Dean Date

For Office Use Only

Date Originally Posted _____

Revised _____

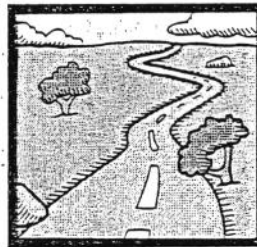
Commerce, Allied Health, Technology, & Safety Division

Business Department

Entrepreneurship IV: Idea to Implementation,

Creating a Roadmap for Success

(Strategic Plan & Business Plan)



ENTR 2530

COURSE SYLLABUS

3 credits

Semester: Spring 2012

Instructor: Angel Sparkman

Office: Online Instructor
Assignments may be left with Carol Kraft, Division Assistant, in MH 152 or submitted through our class site on Angel (MyCentral-MyClasses)

Online Office Hours: Monday, Tuesday, Thursday, & Friday
9-11 a.m.

Contact: (307) 349-9148 (Cell)
E-mail address: angel@cbc.edu
Fax: (307) 855-2091

Course Time/Place: Online

On-line Access: <http://www.cbc.edu>
On-line Classroom—Log in to My Central and then go to “My Classes”

Username/Password Username = initials plus 4-digit birth reference [i.e., mwp0419]

Initial Password = Wy plus 7-digit CWC ID [i.e., Wy0023657]
Usernames and passwords are case sensitive.
Protect your CWC ID now as you would your SSN.

Course Credits: 3 credits

Course Methods: Lecture course (3 hrs. per week)

Request for Accommodations: CWC will provide reasonable accommodations for students with documented disabilities. Students requiring reasonable accommodation for a disability must complete the attached "Request for Accommodations" form and submit it to Disability Resources, Student Success Center, MH123C.

COURSE DESCRIPTION

Catalog Course Description

This class is the capstone class for the Associate's of Applied Science in Entrepreneurship. This class should be taken the student's last semester in the program and is the fourth class in a four class series. This class will assist the students in putting together a "Roadmap for Success" for his or her business. The student will finalize all materials that will be used to start his or her business (finishing the business plan and creating a strategic plan).

Required Materials:

Text: No text is required.

Prerequisites: The student must have taken ENTR 1500, ENTR 1520, and ENTR 2500.

MAJOR TOPICS:

- Strategic Planning (Both short-term and long-term)
- S.M.A.R.T. Goals
- Marketing
- Opening of business
- Location and Layout
- Choosing your form of ownership and completing the appropriate paperwork
- Local resources

- Business Planning
- Strategic Planning

COURSE OBJECTIVES:

In order to successfully complete this course, students will:

1. Complete all component of the business plan.
2. Complete a strategic plan for the start of the new business.
3. Prepare beginning marketing materials.
4. Write S.M.A.R.T. goals for the first year of business.
5. Find local resources to assist the student's entrepreneurial activities.

EVALUATION TOOLS

The above objectives will be evaluated through the following tools:

1. Interviews with Local Resources
2. Discussion Boards
3. Internet & Library Research
4. Complete the Business Plan
5. Complete a Strategic Plan
6. Oral Presentation of Strategic Plan

GRADING

Assignment Requirements:

A list of assignments will usually be available through Angel under "My Classes." Assignments are due on the due date. Students in remote sites must email their assignments to me before the class period begins on the due date.

Late Assignments / Missed Exams:

Students should turn in assignments when they are due. Any late assignments that are submitted not according to the following policy will result in a zero for that particular assignment.

Late papers/projects: Late papers or projects must be petitioned to be graded. The petition form is attached to this syllabus. The petition is attached to the front of the late paper and is submitted to the instructor for that particular class within two weeks of the due date. If it is not submitted during that time frame, the student will earn a zero. The instructor will review the petition within

PETITION FOR LATE PAPER ACCEPTANCE
(Attach Completed Assignment)

Student's Name: _____

Course: _____

Instructor: _____

Date Assignment Due: _____

Date Assignment Received: _____

Reason for Late Assignment: _____

Commerce, Allied Health, Technology, & Safety Division

Business Department

Entrepreneurship III: Financing Your Idea



ENTR 2500
COURSE SYLLABUS
3 credits

Semester:	Spring 2012
Instructor:	Angel Sparkman
Office:	Online Instructor Assignments may be left with Carol Kraft, Division Assistant, in MH 152 or submitted through our class site on Angel (MyCentral-MyClasses)
Online Office Hours:	Monday, Tuesday, Thursday, & Friday 9-11 a.m.
Contact:	(307) 349-9148 (Cell) E-mail address: angel@cw.edu Fax: (307) 855-2091
Course Time/Place:	Online
On-line Access:	http://www.cw.edu On-line Classroom—Log in to My Central and then go to “My Classes”
Username/Password	Username = initials plus 4-digit birth reference [i.e., mwp0419] Initial Password = Wy plus 7-digit CWC ID [i.e., Wy0023657] Usernames and passwords are case sensitive. Protect your CWC ID now as you would your SSN.

Course Credits: 3 credits

Course Methods: Lecture course (3 hrs. per week)

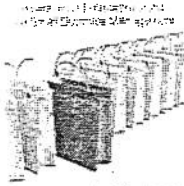
Request for Accommodations: CWC will provide reasonable accommodations for students with documented disabilities. Students requiring reasonable accommodation for a disability must complete the attached "Request for Accommodations" form and submit it to Disability Resources, Student Success Center, MH123C.

COURSE DESCRIPTION

Catalog Course Description

This class is the third of a four part series in entrepreneurship. This class will focus on researching the options for financing the student's entrepreneurial activity. The final weeks of this course will give the student the opportunity to pitch his or her business to several financial leaders.

Required Materials:



Text: *Essentials of Entrepreneurship and Small Business Management*
Norman M. Scarborough
6th Edition
Prentice Hall, a division of Pearson
ISBN: 0-13-610959

NOTE: This text will be used for ENTR 1500, ENTR 1520, & ENTR 2500.

Prerequisites: The student must have taken ENTR 1500 and ENTR 1520.

MAJOR TOPICS:

- Capital Requirements
- Equity Capital, Definition and Sources
- Debt Capital, Definition and Sources
- Process of "Going Public"
- Federal Loan Programs
- Small Business Administration, Definition and Possible Loan Programs

- State and Local Economic Development Programs
- Various Methods of Financing Growth and Expanding Internally.

COURSE OBJECTIVES:

In order to successfully complete this course, students will:

1. Explain the importance of planning for a company's capital requirements.
2. Describe the differences between equity capital and debt capital and the advantages and disadvantages of each.
3. Discuss the various sources of equity capital available to entrepreneurs, including personal savings, friends and relatives, angels, partners, corporations, venture capital, public stock offerings, and simplified registrations and exemptions.
4. Describe the process of "going public," as well as its advantages and disadvantages and the various simplified registration and exemptions from registration available to small businesses wanting to sell securities to investors.
5. Describe the various sources of debt capital and the advantages and disadvantages of each: banks, asset-based lenders, vendors (trade credit), equipment suppliers, commercial finance companies, savings and loan associations, stock brokers, insurance companies, credit unions, bonds, private placements, Small Business Investments Companies (SBICs), and Small Business Lending Companies (SBLCs).
6. Identify the various federal loan programs aimed at small businesses.
7. Describe the various loan programs available from the Small Business Association.
8. Explain the state and local economic development programs available to entrepreneurs.
9. Discuss valuable methods of financing growth and expansion.

EVALUATION TOOLS

The above objectives will be evaluated through the following tools:

1. Discussion Boards
2. Internet & Library Research
3. Chapter Quizzes
4. Completion of Financial Plan
5. Oral Presentation of Report Findings

GRADING

Assignment Requirements:

A list of assignments is available through Angel under "My Classes." Assignments are due on the due date.

Late Assignments / Missed Exams:

The Business Department of Central Wyoming College has implemented the following policy regarding late work. The policy is implemented by all business instructors – full-time and adjunct.

Students should turn in assignments when they are due. Any late assignments that are submitted not according to the following policy will result in a zero for that particular assignment.

Late papers/projects: Late papers or projects must be petitioned to be graded. The petition form is attached to this syllabus. The petition is attached to the front of the late paper and is submitted to the instructor for that particular class within two weeks of the due date unless it is a final project due at the end of the semester. In that case, it is due on the scheduled due date and no later! If the paper/project is not submitted during that time frame, the student will earn a zero.

The business department will review the petitions on a monthly basis. The student will be notified as soon as the decision is made. The student's paper will be graded when the petition is approved by the department. The maximum percentage that a student whose petition is granted can receive is 80 percent. If the petition is denied, the student will earn a zero.

There are no limits in the number of times that a student may submit a petition.

Missed exams: If a student misses an exam, the student must make the exam up before the next scheduled meeting of the class. If the student chooses not to make the exam up, the student will earn a zero for that exam.

Missed assignments/quizzes during class: If a student misses class work due to absence or tardiness, the student will earn a zero for that work. Missed class work cannot be made up.

Missed assignments online: If a class offers online exams or quizzes, it is the student's responsibility to complete the assignment within the time offered. Due to the nature of online learning, if the assignment is not completed within the time frame, the student will earn a zero.

The petition for late-work acceptance is attached.

Course Evaluation:

Student performance will be evaluated based on approximately the following distribution:
[Note that adjustments may be made to points possible and percentages during the semester.]

Activity	% Final Grade
Homework Assignments	35%
Chapter Quizzes	15%
Financial Plan	35%
Financial Plan Presentation	15%
Total	100%

Grade Scale: The following grade scale will be used for the course:

A	90-100%
B	80-89.9%
C	70-79.9%
D	60-69.9%
F	Below 60%

Grade Reports: Grades are updated weekly within the online learning management system. Also, grade reports will be supplied periodically throughout the semester. Please contact the instructor immediately if you have any questions.

Confirmation of Grade: In compliance with the Privacy Act, grades will not be posted nor can they be given to spouse, parents, friends, or employers. Final grades will be available through Web Advisor.

COURSE POLICIES AND PROCEDURES

Absenteeism: Attendance is important for this course. Students are expected to complete weekly assignments (and turn them in by due date!).

Conduct: You are expected to conduct yourself in an appropriate manner. You are expected to control your language and behavior at all times and to avoid the use of vulgarities, obscenities, and profanities. You are expected to have respect for your fellow classmates. By conducting yourself in a positive manner and being responsible for your own learning during class, you will be contributing to an atmosphere of teamwork with your classmates and instructor. Students are expected to actively participate during class discussion.

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College Policy:

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Withdrawing From Class: If the student wants to withdraw from this class, the student should do so by Friday, May 4. This action can be done by completing a form with Registration and Records or online through WebAdvisor. This instructor reserves the right to drop a student if the student has not completed two weeks' worth of assignments.

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January 16	–	Classes begin.
February 20	–	No Class. President's Holiday
February 24	–	Graduation application deadline for Spring 2011
March 12-16	–	Spring Break. College Closed.
April 9-13	–	Advising Week. Please see your faculty advisor this week!
April 6	–	Spring Holiday. College Closed.
May 4	–	Last Day to Withdraw from classes.
May 9	–	Classes end.
May 11	–	Commencement @ 7:30 p.m.'

ENTR 2500: ENTREPRENEURSHIP III
TENTATIVE COURSE SEQUENCE AND ASSIGNMENTS
 [Subject to modification]

DATE	TOPIC	ASSIGNMENT
Week One Due: Sunday, January 22	Orientation to our class.	<ul style="list-style-type: none"> • Watch Introduction of Instructor, • Review Syllabus, • Navigate around our classroom, • Review all posted materials, • Introduce Yourself on Discussion Board, • Reply to at least three other students introductions that you find similar to yourself, and • Take the syllabus quiz
Week Two Due: Sunday, January 29	Capital Requirements for Your Business	
Week Three Due: Sunday, February 5	Types of Capital	
Week Four Due: Sunday, February 12	Equity Capital	
Week Five Due: Sunday, February 19	"Going Public"	
Week Six Due: Sunday, February 26	Debt Capital	
Week Seven Due: Sunday, March 4	Federal Loan Programs	
Week Eight Due: Sunday, March 11	Small Business Administration	

DATE	TOPIC	ASSIGNMENT
	HAVE A SAFE SPRING BREAK! March 12-18	
Week Nine Due: Sunday, March 25	State and Local Economic Development Programs	
Week Ten Due: Sunday, April 8	Financial Growth and Expansion Internally	
Week 11 Due: Sunday, April 15	Financial Growth and Expansion Internally	
Week 12 Due: Sunday, April 22	Putting your Financial Plan Together	
Week 13 Due: Sunday, April 29	Putting your Financial Plan Together	
Week 14 Due: Sunday, May 6	Financial Plan Completed	<ul style="list-style-type: none"> • Turn in your financial plan in the appropriate drop box. Make sure that you have reviewed the rubric for this assignment as well as submitting it in Word or rich text file.
Week 15 Due: Sunday, May 13	Presentation of Financial Plan	<ul style="list-style-type: none"> • Post your financial plan presentation on the discussion board (See rubric for what is required.). • Review fellow students' plans. • Offer valuable comments to at least three other students.
Week 16 Due: Wednesday, May 9	Financial Plan Interviews	<ul style="list-style-type: none"> • Call and interview with at least two of the list of interviewers.

CWC Student Support Services Request for Accommodations

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3. Please discuss the requested accommodations with the faculty/staff member directly. We will provide assistance if needed. Have the faculty/staff member sign the form.
4. Return completed form to Student Support Services.

Student has has not provided documentation of a disability.

Signed _____

Date _____	Student Name _____
Course (prefix, section & title) _____	
Instructor _____	
Accommodations Requested	

Student signature _____	

Faculty Recommendations _____

Faculty/Staff signature _____

Accommodations made _____

PETITION FOR LATE PAPER ACCEPTANCE
(Attach Completed Assignment)

Student's Name: _____

Course: _____

Instructor: _____

Date Assignment Due: _____

Date Assignment Received: _____

Reason for Late Assignment: _____

Why is acceptance of this late assignment fair to the other students?

Why is acceptance of this late assignment fair to the instructor?

Decision of Business Department (Circle One): APPROVED DECLINED

Date of Decision: _____

Level	2
WCCC approval	_____
Date	_____

**Central Wyoming College
COURSE OUTLINE**

COURSE TITLE: Advertising and Sales Promotion **PREFIX & NO.:** MKT 1000

CR HRS: 3 **Lecture:** 3 **Lab:** **Max Credits for Graduation** 3

COURSE CATALOG DESCRIPTION:

This course provides students an opportunity to gain an understanding of advertising and other mass communications marketing practices: common business activities and terminology, perspectives applied when taking the optimal approach to decisions, plus descriptions and rationales of common practices (which are often far from optimal). The course places emphasis on developing students' abilities to express their analysis and recommendations in class discussion, student projects, and real-world testing and examination. (3 lect.)

MAJOR TOPICS:

- Features and types of advertising
- Aims of advertising
- Importance of advertising to producers, vendors, consumers and the media
- Types of advertisers: individuals, businesses, others
- Advertising media: print, broadcast, direct-mail, transit, cinema, websites, etc
- Creating print, radio and television advertisements
- Creating direct-mail and point of sale materials
- Planning advertising campaigns
- Media mix
- Promotion campaign planning and operation

COURSE OBJECTIVES:

In order to successfully complete this course, students will:

1. Explain the history of traditional advertising and promotional tools.
2. Effectively communicate how key elements within the marketing communications mix (e.g., advertising, promotion, direct marketing and the Internet) are integrated.
3. Demonstrate how consumer behavior, creative strategies, the communication process, market research, and program evaluation tools are used to design effective advertising and promotion programs.
4. Develop a working knowledge of broadcast media (e.g., television, radio), print media (e.g., magazines, newspapers), support media (e.g., outdoor advertising), direct marketing (e.g., postal mail), and interactive media (e.g., the Internet) are used in advertising and promotion.
5. Translate theory into practice by analyzing a number of pragmatic examples and case studies of real-world advertising experiences.
6. Participate in a hands-on practicum in advertising and promotion by preparing an advertising campaign for a client.
7. Describe the social, ethical and economic aspects of advertising and promotion.

OTHER COMMENTS: Any information placed here must be adhered to by all instructors.

For textbook information, contact the instructor.

Faculty Originator Date

Department/Division Date

Dean Date

For Office Use Only

Date Originally Posted _____

Revised _____

Level 2
WCCC approval _____
Date _____

Central Wyoming College
COURSE OUTLINE

COURSE TITLE: Problems in Business: PREFIX & NO.: MKT 2010

CR HRS: 1-3 (max 6) Lecture: _____ Lab: 2, 4, or 6 Max Credits for Graduation: 6

COURSE CATALOG DESCRIPTION:

An independent study wherein students work on individualized learning projects related to their interest and occupational objectives in business. A student may earn up to three credits in any one semester, but may apply no more than six credits toward graduation. The specific topic will be named after the colon.
Prerequisite: Permission of instructor. (3 lab/credit)

MAJOR TOPICS:

- Consultation with the instructor, student may select a topic from one of the following areas:
 - Accounting
 - Computers
 - Web Design
 - Web Development
 - Marketing
 - Business Fundamentals
 - Management
 - Business Law
 - Sales
 - Customer Service
 - Business Decision Making
 - Other Topics Related to the Students Career and/or Business

COURSE OBJECTIVES: In order to successfully complete this course, students will:

1. Research and prepare a written business proposal that integrates the body of knowledge associated with the study of selected topic.
2. Present, explain, and defend the written document before faculty.

OTHER COMMENTS:

48 hours. The student will be notified as soon as the decision is made. The student's paper will be graded if the petition is approved. The maximum percentage that a student whose petition is granted can receive is 80 percent. If the petition is denied, the student will earn a zero.

There are no limits in the number of times that a student may submit a petition.

Missed exams: If a class offers online exams or quizzes, it is the student's responsibility to complete the assignment within the time offered. Due to the nature of online learning, if the exam is not completed within the time frame, the student will earn a zero.

The petition for late-work acceptance is attached.

Course Evaluation:

Student performance will be evaluated based on approximately the following distribution:
[Note that adjustments may be made to points possible and percentages during the semester.]

Activity	% Final Grade
Homework Assignments	25%
Business Plan	30%
Strategic Plan	30%
Business/Strategic Plan Presentation	15%
Total	100%

Grade Scale: The following grade scale will be used for the course:

A	90-100%
B	80-89.9%
C	70-79.9%
D	60-69.9%
F	Below 60%

Grade Reports: Grades reports will be supplied periodically throughout the semester. Please contact the instructor immediately if you have any questions.

Confirmation of Grade: In compliance with the Privacy Act, grades will not be posted nor can they be given to spouse, parents, friends, or employers. Final grades will be available through Web Advisor.

COURSE POLICIES AND PROCEDURES

Absenteeism: Attendance is important for this course. Students are expected to complete weekly assignments (and turn them in by due date!).

Conduct: You are expected to conduct yourself in an appropriate manner. You are expected to control your language and behavior at all times and to avoid the use of vulgarities, obscenities, and profanities. You are expected to have respect for your fellow classmates. By conducting yourself in a positive manner and being responsible for your own learning during class, you will be contributing to an atmosphere of teamwork with your classmates and instructor. Students are expected to actively participate during class discussion.

Academic Dishonesty:

College Policy:

- Academic dishonesty is not tolerated. Dishonesty includes plagiarism, cheating and any conscious act by a student which gives him/her an undue advantage over fellow students.
- Plagiarism is copying or using the ideas of another without giving proper credit through the use of quotation marks, footnotes or other forms of reference.
- Cheating involves obtaining and making unauthorized use of answers to examinations, tests, quizzes and laboratory reports as well as copying from fellow students or submitting work that has been done by someone else.
- Initially, it is the responsibility of faculty to prevent cheating. Subsequently, when a student is found cheating, faculty should exercise appropriate discretion in dealing with the situation.
- When suspected cases of academic dishonesty arise, faculty shall seek to verify the violation and confront the student(s) involved. After establishing the violation, the appropriate sanction shall be decided by the faculty member unless such sanction involves a recommendation that the student be expelled. In such cases, the division chair and the Vice-President/Dean of Academic Services shall be involved in deciding and imposing sanctions. In all cases, a written report of the incident should be filed in the Vice-President/Dean of Academic Services' office and a copy sent to the Registration and Records Office to be retained in the student's permanent file.
- Due process shall be followed at all times. A student may appeal any disciplinary sanction he or she feels is unfair or arbitrary to the Dean of Student Services, the Vice-President/Dean of Academic Services, the Student Grievance Committee and ultimately to the President.

Withdrawing From Class: If the student wants to withdraw from this class, the student should do so by Friday, May 4. This action can be done by completing a form with Registration and Records or online through WebAdvisor. This instructor reserves the right to drop a student if the student has not completed two weeks' worth of assignments.

IMPORTANT NOTE TO ALL STUDENTS

BY ENROLLING IN THIS COURSE, THE STUDENT AGREES TO COMPLY WITH ALL RULES AND REGULATIONS GOVERNING STUDENT CONDUCT AS STATED IN THE CURRENT STUDENT HANDBOOK AND CURRENT COLLEGE CATALOG AND TO THE POLICIES AND PROCEDURES OUTLINED IN THIS SYLLABUS.

IMPORTANT DATES TO REMEMBER:

- January 16 - Classes begin.
- February 20 - No Class. President's Holiday
- February 24 - Graduation application deadline for Spring 2011
- March 12-16 - Spring Break. College Closed.
- April 9-13 - Advising Week. Please see your faculty advisor this week!
- April 6 - Spring Holiday. College Closed.
- May 4 - Last Day to Withdraw from classes.
- May 9 - Classes end.
- May 11 - Commencement @ 7:30 p.m.

CWC Student Support Services Request for Accommodations

Directions for Student:

1. Please get signature that you have provided documentation of a disability. This can be signed by the director of Student Support Services MH123C or the Student Services Coordinator, MH123E.
2. Complete the boxed section, including your signature.
3. Please discuss the requested accommodations with the faculty/staff member directly. We will provide assistance if needed. Have the faculty/staff member sign the form.
4. Return completed form to Student Support Services.

Student has has not provided documentation of a disability.

Signed _____

Date _____	Student Name _____
Course (prefix, section & title) _____	
Instructor _____	
Accommodations Requested	

Student signature _____	

Faculty Recommendations _____

Faculty/Staff signature _____

Accommodations made _____

PETITION FOR LATE PAPER ACCEPTANCE
(Attach Completed Assignment)

Student's Name: _____

Course: _____

Instructor: _____

Date Assignment Due: _____

Date Assignment Received: _____

Reason for Late Assignment: _____

MKT 1000: Advertising and Sales Promotion

Course Description

This course provides students an opportunity for students to gain an understanding of advertising and other mass communications marketing practices: common business activities and terminology, perspectives applied when taking the optimal approach to decisions, plus descriptions and rationales of common practices (which are often far from optimal). The class places emphasis on developing students' abilities to express their analysis and recommendations in class discussion, student projects, and real-world testing and examination.

Major Topics

- Features and types of advertising.
- Aims of advertising.
- Importance of advertising to producers, vendors, consumers and the media.
- Types of advertisers: individuals, businesses, others.
- Advertising media: print, broadcast, direct-mail, transit, cinema, etc; websites.
- Creating print, radio and television advertisements. Creating direct-mail and point of sale materials. Planning advertising campaigns.
- The promotional mix. Promotion campaign planning and operation. Sales promotion. Measuring.

Course Objectives

1. Develop a clear understanding of traditional advertising and promotional tools.
2. Effectively communicate how key elements within the marketing communications mix (e.g., advertising, promotion, direct marketing and the Internet) are integrated.
3. Demonstrate how consumer behavior, creative strategies, the communication process, market research, and program evaluation tools are used to design effective advertising and promotion programs.
4. Develop a working knowledge of broadcast media (e.g., television, radio), print media (e.g., magazines, newspapers), support media (e.g., outdoor advertising), direct marketing (e.g., postal mail), and interactive media (e.g., the Internet) are used in advertising and promotion.
5. Translate theory into practice by analyzing a number of pragmatic examples and case studies of real-world advertising experiences.
6. Participate in a hands-on practicum in advertising and promotion by preparing an advertising campaign for a client.
7. Become familiar with the social, ethical and economic aspects of advertising and promotion.

Level <u>1</u>
WCCC approval _____
Date _____

Central Wyoming College
COURSE OUTLINE

COURSE TITLE: Human Relations

PREFIX & NO.: CO/M 2130 or MGT 2130

CR HRS: 3

Lecture: 3

Lab:

Max Credits for Graduation: 3

COURSE CATALOG DESCRIPTION:

This course is designed to help students become successful in predicting, understanding, and influencing the outcome of their interactions with others by better understanding themselves. The course will involve readings, group activities, class discussion and short essays to explore and analyze theoretical concepts of human relations and their application from a personal, interpersonal, and organizational perspective. The use of interactive instruction will develop the student's ability to solve problems and think critically about their relationships with themselves, their peers, and their co-workers. The course will provide students with human relations skills critical for successful employment in a supervisory capacity. Students earning credit in this course may not earn credit in MGT 2130. (3 lect.) **ORAL**

MAJOR TOPICS:

- Building an understanding of human relations through experiential exercises, discussions, and short essays that develop and teach human relations at three levels
 - Personal
 - Interpersonal
 - Organizational
- Class exercises will concentrate on developing the student's ability to constructively interact with a variety of individuals in a variety of circumstances and situations.

COURSE OBJECTIVES:

In order to successfully complete this course, students will:

1. Explain the basic concepts of communication and how they relate to the communication process in human relations.
2. Analyze unique personality types and evaluate their effect on relationships from personal, interpersonal, and organizational perspectives.
3. Describe the nature, development and consequences of self-esteem.
4. Explain various methods of enhancing and developing self-confidence.
5. Identify barriers to communication, including gender differences and other forms of diversity, and discuss how to overcome them.
6. Demonstrate through asynchronous threaded discussion various speaking competencies.
7. Identify and employ empathic listening.
8. Identify and discuss different types of nonverbal messages and their effect on the meaning of messages.
9. Identify several types of teams in organizations and describe their successful characteristics.
10. Apply task-related tactics for effective team performance.
11. Demonstrate how to increase the efficiency of group problem solving, through e-mail and groupware.
12. Analyze and discuss the importance of teams in a changing and diverse work environment.
13. Specify why so much interpersonal conflict exists in organizations.

14. Acquire effective techniques for resolving conflict and negotiating.
15. Explain how to combat discrimination and sexual harassment in the workplace.
16. Identify key leadership traits and understand how to develop leadership potential.
17. Explain the importance of political skill and social intelligence for becoming skilled at using positive political tactics.
18. Enhance ability to satisfy customers by using general principles of customer satisfaction.
19. Recognize the importance of ethical behavior for establishing good interpersonal relationships in organizations.
20. Explain the symptoms and consequences of stress and develop a plan for dealing with personal stress.
21. Identify and employ appropriate terminology and concepts associated with human relations.

OTHER COMMENTS:

Contact on-campus instructor for textbook.

1. Students will be required to write a minimum of two papers.
2. Students will be required to take a minimum of four tests.
3. Students will participate in a minimum of 12 group work activities for evaluation.
4. Students will have a minimum of five homework assignments.

For Office Use Only

Date Originally Posted _____

Revised _____

PETITION FOR LATE PAPER ACCEPTANCE
(Attach Completed Assignment)

Student's Name: _____

Course: _____

Instructor: _____

Date Assignment Due: _____

Date Assignment Received: _____

Reason for Late Assignment: _____

