Small Business Management and Entrepreneurship

(BUSG 2309 – 2A1)

CREDIT
03 Semester Credit Hours (03 hours lecture, 0 hours lab)

MODE OF INSTRUCTION
Online

PREREQUISITE/CO-REQUISITE:
None

COURSE DESCRIPTION
Starting, operating, and growing a small business. Includes essential management skills, how to prepare a business plan, accounting, financial needs, staffing, marketing strategies, and legal issues.

This course will cover the key principles of entrepreneurship alongside the concepts, strategies, and tools needed to succeed as a small business owner, franchisee, founder, or other entrepreneurial professional.

COURSE OBJECTIVES

Upon completion of this course, the student will be able to
- Identify management skills for a small business
- Outline issues related to choosing a business and obtaining a return on investment
- Create a business plan
- Define entrepreneur and entrepreneurship
- Describe types of entrepreneurial careers and lifestyles
- Explain the entrepreneurial journey to explore and discover entrepreneurship as a career choice
- Identify the steps, decisions, and actions involved in the entrepreneurial journey
- Develop the ability to identify ethical and legal issues
- Develop an approach to resolve ethical/legal dilemmas once identified
- Describe popular, well-supported, creative problem-solving methods
- Understand which innovation or problem-solving methods apply best in different settings
- Identify key drivers of opportunity
- Describe and compare the adaptive model and the innovative model of problem solving
- Identify the skills entrepreneurs need for effective problem solving
- Clarify the vision statement, mission statement, and goals for your enterprise
- Distinguish between traditional marketing and entrepreneurial marketing
- Describe the seven elements of the marketing mix

Approved: Initials/date

INSTRUCTOR CONTACT INFORMATION

Instructor:	Dr. Yumi Shin
Email:	yshin@lit.edu
Office Phone:	409-247-5296
Office Location:	Technology Center, TC-229
Office Hours:	Online

REQUIRED TEXTBOOK AND MATERIALS

Textbook Purchasing Statement: A student attending Lamar Institute of Technology is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

Entrepreneurship (OpenStax) Digital ISBN-13: 978-1-947172-70-8

Digital PDF and Web-Access versions of the textbook are provided to students without charge through the Course Blackboard Portal.

ATTENDANCE POLICY

This is an online course. Students are strongly encouraged to check Blackboard and their LIT email daily for important updates and communications. Regular engagement is essential to staying on track with the course requirements and deadlines.

DROP POLICY

If you wish to drop a course, you are responsible for initiating and completing the drop process. If you stop coming to class and fail to drop the course, you will earn an "F" in the course.

COURSE CALENDAR

DATE	TOPIC	READINGS	ASSIGNMENTS (Due on this Date)
Week 1 (6/2/25 – 6/8/25)	Ch. 1, 2, 3	Ch. 1, 2, 3	Ch 1, 2, 3 HW Exam 1 (Sunday)
Week 2 (6/9/25 -6/15/25)	Ch. 4 & 5	Ch. 4 & 5	Ch 4 & 5 HW Exam 2 (Sunday)
Week 3 (6/16/25 -6/22/25)	Ch. 6 & 7	Ch. 6 & 7	Ch 6 & 7 HW Exam 3 (Sunday)
Week 4 (6/23/25 -6/29/25)	Ch. 8 & 9	Ch. 8 & 9	Ch 8 & 9 HW Exam 4 (Sunday)
Week 5 (6/30/25 -7/6/25)	Ch. 10 & 11	Ch. 10 & 11	Ch 10 & 11 HW Exam 5 (Sunday)
Week 6 (7/7/25 - 7/8/25)	Review	Review	
7/9/25 (Wed): Final Grades Due			

The course calendar is subject to change if necessary.

COURSE EVALUATION
Final grades will be calculated according to the following criteria:
- HW Assignments: 25 %
- Exams: 60 %

GRADE SCALE
- 90-100 A
- 80-89   B
- 70-79   C
- 60-69   D
- 0-59   F

TECHNICAL REQUIREMENTS
The latest technical requirements, including hardware, compatible browsers, operating systems, etc. can be online at https://lit.edu/online-learning/online-learning-minimum-computer-requirements. A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of online technology and resources.

DISABILITIES STATEMENT
The Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. LIT provides reasonable accommodations as defined in the Rehabilitation Act of 1973, Section 504 and the Americans with Disabilities Act of 1990, to students with a diagnosed disability. The Special Populations Office is located in the Eagles' Nest Room 129 and helps foster a supportive and inclusive educational environment by maintaining partnerships with faculty and staff, as well as promoting awareness among all members of the Lamar Institute of Technology community. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409)-951-5708 or email specialpopulations@lit.edu. You may also visit the online resource at Special Populations - Lamar Institute of Technology (lit.edu).

STUDENT CODE OF CONDUCT STATEMENT
It is the responsibility of all registered Lamar Institute of Technology students to access, read, understand and abide by all published policies, regulations, and procedures listed in the *LIT Catalog and Student Handbook*. The *LIT Catalog and Student Handbook* may be accessed at www.lit.edu. Please note that the online version of the *LIT Catalog and Student Handbook* supersedes all other versions of the same document.

ARTIFICIAL INTELLIGENCE STATEMENT

Lamar Institute of Technology (LIT) recognizes the recent advances in Artificial Intelligence (AI), such as ChatGPT, have changed the landscape of many career disciplines and will impact many students in and out of the classroom. To prepare students for their selected careers, LIT desires to guide students in the ethical use of these technologies and incorporate AI into the classroom instruction and assignments appropriately. Appropriate use of these technologies is at the discretion of the instructor. Students are reminded that all submitted work must be their own original work unless otherwise specified. Students should contact their instructor with any questions as to the acceptable use of AI/ChatGPT in their courses.

STARFISH

LIT utilizes an early alert system called Starfish. Throughout the semester, you may receive emails from Starfish regarding your course grades, attendance, or academic performance. Faculty members record student attendance, raise flags and kudos to express concern or give praise, and you can make an appointment with faculty and staff all through the Starfish home page. You can also login to Blackboard or MyLIT and click on the Starfish link to view academic alerts and detailed information. It is the responsibility of the student to pay attention to these emails and information in Starfish and consider taking the recommended actions. Starfish is used to help you be a successful student at LIT.

ADDITIONAL COURSE POLICIES/INFORMATION

ANNOUNCEMENTS

Announcements will be posted in Blackboard under the Announcements as needed. Therefore, it is important to check in Blackboard regularly.

ASSIGNMENTS

All assignments will have their due dates posted in Blackboard. Please refer to the course syllabi and Assignment Due Dates in Blackboard. Typically, all assignments are due on Sundays until 11:59 CST PM.

Homework assignments are typically Multiple-Choice or True-False questions designed to ensure that students are reading the text at an appropriate and responsible pace.

Late assignments will not be accepted, so students make sure to complete and submit the assignments by the due dates.

EXAMS

Make-up exams will not be given. Exams will be provided in Blackboard under Assignments.

The exams will be timed and are typically limited to 90 minutes with 50 questions. There will be no final exam for this class. Missed exams will receive a score of zero, and **late exams will not be accepted.** Therefore, students must ensure all exams are completed and submitted by the designated due dates. Once submitted, exams will be graded immediately in Blackboard.

EXTRA CREDIT

All opportunities for extra credit will be announced in advance as needed.

PROFESSIONAL COMMUNICATION

Students can contact the instructor via email at [yshin@lit.edu,](mailto:yshin@lit.edu) or phone 409-247-5296.

Students must use appropriate e-mail etiquette when corresponding with the instructor. This involves writing emails in a "letter" format as opposed to "text chat" format.

The instructor will respond to e-mail and voicemail communication within 48 hours Monday through Friday. Voicemail messages should be clearly spoken identifying the student's name, course, and any return phone number.

IMPORTANT DATES

These dates are tentative and subject to change if necessary.

- Last day of drop WITHOUT academic penalty: June 12, 2025
- Last day of drop WITH academic penalty: July 1, 2025

COURSE REQUIREMENTS

Students must meet the following grade requirements to successfully complete and pass the courses:

- Program courses: A grade of **C** or better is required**.**
- General Education courses**:** A grade of **D** or better is required.

Students are responsible for determining whether each class falls under **Program courses** or **General Education courses** to ensure they meet the appropriate grade requirements.

USE OF INSTRUCTIONAL MATERIALS

Instructional materials, such as Powerpoint Presentations, Instructional Videos, etc. are provided

in Blackboard for each chapter. These will be useful in understanding and reinforcing concepts as they are presented in class. Content folders are scheduled to unlock/grant access throughout the semester to ensure synchronous learning.