

**NEOSHO COUNTY COMMUNITY COLLEGE
MASTER COURSE SYLLABUS**

COURSE IDENTIFICATION

Course Code/Number: ENTR 161

Course Title: Opportunity Analysis

Division: Applied Science (AS) Liberal Arts (LA) Workforce Development (WD)
 Health Care (HC) Lifetime Learning (LL) Nursing Developmental

Credit Hour(s): Two (2)

Effective Date: Fall 2013

Assessment Goal Per Outcome: 70%

COURSE DESCRIPTION

Upon successful completion of this course, the student should be able to assess the current economic, social, and political climate for small businesses. In addition, the student should be able to explain how demographic, technological and social changes create business opportunities. Students will assess the personal appropriateness of their business ideas based on their strengths and skills, and personal, professional and financial goals. An initial market assessment will be made and students will test their concept through basic market research.

MINIMUM REQUIREMENTS/PREREQUISITES AND/OR COREQUISITES

None

TEXTS

The official list of textbooks and materials for this course is found on *myNeosho*.

<http://www.neosho.edu/ProspectiveStudents/Registration/CourseSyllabi.aspx>

GENERAL EDUCATION OUTCOMES

1. Practice Responsible Citizenship through:
 - identifying rights and responsibilities of citizenship,
 - identifying how human values and perceptions affect and are affected by social diversity,
 - identifying and interpreting artistic expression.
2. Live a healthy lifestyle (physical, intellectual, social) through:
 - listing factors associated with a healthy lifestyle and lifetime fitness,
 - identifying the importance of lifetime learning,
 - demonstrating self-discipline, respect for others, and the ability to work collaboratively as a team.
3. Communicate effectively through:
 - developing effective written communication skills,
 - developing effective oral communication and listening skills.
4. Think analytically through:
 - utilizing quantitative information in problem solving,
 - utilizing the principles of systematic inquiry,
 - utilizing various information resources including technology for research and data collection.

COURSE OUTCOMES/COMPETENCIES (as Required)

1. Identify ideas for small business products and/or services.
2. Identify which business ideas are business “opportunities”.
3. Identify and discuss significant changes and trends which create business opportunities.
4. Analyze the current environment for potential business opportunities.
5. Identify which business ideas fit his/her personal criteria.
6. Conduct a basic market analysis including a competitive scan and customer identification.
7. Discuss how developments in the national and local communities impact the small business climate.

AT THE END OF THE COURSE, A STUDENT SHOULD BE ABLE TO DO THE FOLLOWING:

1. Keep a written log of opportunities presented within the current environment.
2. Accurately evaluate and justify which business opportunities identified have the greatest possibility of economic success.
3. Identify and list the types of external information available to assist small businesses in conducting an environmental analysis.
4. Identify significant consumer trends affecting business today and in the near future.
5. Differentiate between the environmental factors which should be monitored carefully and those which may be only casually assessed.
6. Project how positive environmental factors may be capitalized upon by small businesses.
7. Identify the unique qualities of small businesses which may enable them to respond rapidly to business opportunities.
8. Explain how factors having a negative impact on business may, given the right environment, be minimized or turned into a business opportunity.

9. List the four major categories of macro environmental variables.
10. Conduct an analysis of the macro environment for small business.
11. Identify which factors in the macro environment have the greatest impact on small business.
12. Evaluate how well the proposed business (idea) is supported by consumer trends.
13. Conduct a strategic analysis of environmental threats and opportunities for the proposed business (idea).
14. Conduct an environmental analysis for small business in the local community.
15. Evaluate the climate” for small business within the local economy.

MINIMUM COURSE CONTENT

The following topics must be included in this course. Additional topics may also be included.

- I. Opportunities for Small Business Start-up and/or Growth
- II. Significant Changes Which Impact Small Business
- III. Analysis of Current Business Environment and Recommendations for Small Business
- IV. Environmental Analysis and Strategic Plan for a Specific Small Business (Idea)
- V. Developments in the Local Community and Their Impact on Small Business

STUDENT REQUIREMENTS AND METHOD OF EVALUATION

INSTRUCTIONAL METHODS

1. Lecture and class discussion
2. Use of visual aids
3. Field trips and guest speakers
4. Student assignments
5. Written student reports
6. Case studies

STUDENT REQUIREMENTS

An effort will be made to grade students on all types of his/her performance: oral, written, daily, periodic, special contribution, homework, and projects. The instructor will endeavor to arrive at the course grade in the following manner:

71%	630	Textbook Activities and Written Assignments			
11%	100	Trend Application Papers	4	@	25
18%	160	Article Review/Critical Analysis Questions	8	@	20
100%	890	Total Course Points			

GRADING SCALE

A = 90%-100% B = 80-89% C = 70-79% D = 60-69% F = below 59%

ASSESSMENT OF STUDENT GAIN

The purpose of assessing student learning at Neosho County Community College is to ensure the educational purposes of the institution are met and appropriate changes are made in program development and classroom instruction to allow for student success.

All incoming first-time full-time students are required to pre-test by using either the COMPASS or ACT test as a testing tool. All graduating sophomore students are given a post-test by using the NCCC Exit Exam testing tool. The purpose of the pre/post test is to measure the average student gain in general academic knowledge while attending Neosho County Community College.

PROGRAM ASSESSMENT OF GAIN. The Marketing/Management Education Department performs follow-up contacts on program completers one year after awarding program certificates. Placement in a vocation, successfully attending a higher level of institutional learning, or military service is considered a positive placement. The minimum acceptable level of placement is 70 percent. A program assessment tool may also be used by the Marketing/Management Department to assess mastery of program

Attendance Policy

1. NCCC values interactive learning which promotes student engagement in the learning process. To be actively engaged, the student must be present in the learning environment.
2. Unless students are participating in a school activity or are excused by the instructor, they are expected to attend class. If a student's absences exceed one-eighth of the total course duration, (which equates to one hundred (100) minutes per credit hour in a face-to-face class) the instructor has the right, but is not required, to withdraw a student from the course. Once the student has been dropped for excessive absences, the registrar's office will send a letter to the student, stating that he or she has been dropped. A student may petition the chief academic officer for reinstatement by submitting a letter stating valid reasons for the absences within one week of the registrar's notification. If the student is reinstated into the class, the instructor and the registrar will be notified. Please refer to the Student Handbook/Academic Policies for more information
3. Absences that occur due to students participating in official college activities are excused except in those cases where outside bodies, such as the State Board of Nursing, have requirements for minimum class minutes for each student. Students who are excused will be given reasonable opportunity to make up any missed work or receive substitute assignments from the instructor and should not be penalized for the absence. Proper procedure should be followed in notifying faculty in advance of the student's planned participation in the event. Ultimately it is the student's responsibility to notify the instructor in advance of the planned absence.

ACADEMIC INTEGRITY

NCCC expects every student to demonstrate ethical behavior with regard to academic pursuits. Academic integrity in coursework is a specific requirement. Definitions, examples, and possible consequences for

violations of Academic Integrity, as well as the appeals process, can be found in the College Catalog, Student Handbook, and/or Code of Student Conduct and Discipline.

ELECTRONIC DEVICE POLICY

Student cell phones and other personal electronic devices not being used for class activities must not be accessed during class times unless the instructor chooses to waive this policy.

NOTE

Information and statements in this document are subject to change at the discretion of NCCC. Students will be notified of changes and where to find the most current approved documents.

ACCOMMODATIONS

If you are a student with a disability who may need accommodation(s), in compliance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990, please notify the Dean of Student Services in the Student Services Office, Sanders Hall, 620-432-0304, on the Chanute Campus, or the Dean for the Ottawa and Online Campuses, 785-248-2798, on the Ottawa Campus as soon as possible. You will need to bring your documentation for review in order to determine reasonable accommodations, and then we can assist you in arranging any necessary accommodations.

NON-DISCRIMINATION POLICY

The following link provides information related to the non-discrimination policy of NCCC, including persons with disabilities. Students are urged to review this policy.

<http://www.neosho.edu/Departments/NonDiscrimination.aspx>

SEXUAL MISCONDUCT POLICY (TITLE IX)

At NCCC, it is the responsibility of an instructor to help create a safe learning environment in the classroom, including both physical and virtual classrooms. All instructors are considered mandatory reporters at NCCC, therefore any information regarding sexual misconduct that is shared by a student in one-on-one meetings with the instructor must be reported to appropriate personnel at the College. Instructors will keep the information private to the greatest extent possible, but it is not confidential. Generally, climate surveys, classroom writing assignments or discussions, human subjects research, or events such as Take Back the Night events do not provide notice that must be reported to the Coordinator by employees, unless the reporting party clearly indicates that they wish a report to be made.

The following link provides information related to the sexual misconduct policy of NCCC, including resources, reporting options, and student rights. Students are urged to review this policy.

<http://www.neosho.edu/TitleIX.aspx>

COURSE NOTES