

Technical College of the Lowcountry  
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**BUS 110  
ENTREPRENEURSHIP**

**Course Description**

This course is an introduction to the process of starting a business, including creating a vision, forms of ownership, and management, business feasibility, and marketing. <Prerequisites: ENG 100, MAT 101  
3 Credits (3 lect/pres, 0 lab, 0 other)

**Course Focus**

The focus of this course is on understanding how new business ideas are conceived, tested for feasibility, packaged into a product or service and marketed.

**Text and References**

Entrepreneurship by Gartner/Bellamy. Cengage. (Custom course for TCL)  
ISBN 978-1285-1158-18

**Course Goals**

The following list of course goals will be addressed in the course.  
These goals are directly related to the performance objectives.  
(\*designates a CRUCIAL goal)

1. recognize entrepreneurial competencies
2. recite entrepreneurial skills
3. explain entrepreneurship process
- \*4. articulate personal vision
- \*5. write business concept
6. analyze business concept flaws
7. identify market opportunities
8. assess potential opportunities
9. quantify market opportunities
10. perform secondary market research
11. perform demographic research
12. create customer profile

13. anticipate future trends
14. complete feasibility checklist
15. assess sole proprietorship liabilities
16. delineate product/service uniqueness
17. explain intellectual property
18. identify reasons business plan
19. conduct market analysis
20. conduct SWOT analysis
21. delineate corporation advantages
22. delineate franchising benefits
23. evaluate buy build decisions
24. identify successful concept attributes
25. list business plan elements
26. outline management structure
27. write product/service plan
28. utilize electronic resources
29. understand planning process
30. understand primary research
31. study relevant competition
32. synthesize marketing factors
33. select business structure
34. develop promotional plan
35. forecast potential risks
36. organize distribution channels
37. anticipate possible liabilities
38. evaluate outsourcing needs
39. calculate estimated profits
40. forecast expected revenues
41. test model business profitability
42. test financial feasibility
43. estimate startup costs
44. estimate operating costs
45. evaluate financing sources
46. establish strategic market position
47. understand business plan purpose

### **Student Contributions**

Each student will spend at least 6 hours per week preparing for class.  
Attendance and participation in online activities is critical in this class.

### **Course Evaluation**

Your performance objective and exams will be translated to points and the points to grades. Your grade will be based on the percentage of point's earned/the total number of points possible.

- (8) Weekly Assignments- 40 points each
- (2) Exams -100 points
- (1) Project- 150 points

The grading scale for this course is as follows:

90-100=A

80-89=B

70-79=C

60-69=D

0-59=F

\*Instructor reserves the right to modify the number assignments and point totals as needed. Grade scale will not be modified.

**Course Schedule**

Approximately 6 content goals will be covered each week in this course.

## **ADA STATEMENT**

The Technical College of the Lowcountry provides access, equal opportunity and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. To request disability accommodation, contact the counselor for students with disabilities at (843) 525-8228 during the first ten business days of the academic term.

## **ACADEMIC MISCONDUCT**

There is no tolerance at TCL for academic dishonesty and misconduct. The College expects all students to conduct themselves with dignity and to maintain high standards of responsible citizenship.

It is the student's responsibility to address any questions regarding what might constitute academic misconduct to the course instructor for further clarification.

The College adheres to the Student Code for the South Carolina Technical College System. Copies of the Student Code and Grievance Procedure are provided in the TCL Student Handbook, the Division Office, and the Learning Resources Center.

## **ATTENDANCE**

The College's statement of policy indicates that students must attend ninety percent of total class hours or they will be in violation of the attendance policy.

- Students not physically attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
- Students taking an online/internet class must sign in **and** communicate with the instructor within the first ten calendar days from the start of the semester to indicate attendance in the class. Students not attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
- Reinstatement requires the signature of the division dean.

☒ In the event it becomes necessary for a student to withdraw from the course OR if a student stops attending class, it is the student's responsibility to initiate and complete the necessary paperwork. Withdrawing from class may have consequences associated with financial aid and time to completion.

☒☒ When a student exceeds the allowed absences, the student is in violation of the attendance policy. The instructor MUST withdraw the student with a grade of "W", "WP", or "WF" depending on the date the student exceeded the allowed absences and the student's progress up to the last date of attendance  
or

o under extenuating circumstances and at the discretion of the faculty member teaching the class, allow the student to continue in the class and make-up the work. This exception must be documented at the time the allowed absences are exceeded.

☒☒ Absences are counted from the first day of class. There are no "excused" absences. All absences are counted, regardless of the reason for the absence.

- A student must take the final exam or be excused from the final exam in order to earn a non-withdrawal grade.

☒☒ A copy of TCL's **STATEMENT OF POLICY NUMBER: 3-1-307 CLASS ATTENDANCE (WITHDRAWAL)** is on file in the Division Office and in the Learning Resources Center.

**HAZARDOUS WEATHER**

In case weather conditions are so severe that operation of the College may clearly pose a hardship on students and staff traveling to the College, notification of closing will be made through the following radio and television stations: WYKZ 98.7, WGCO 98.3, WGZO 103.1, WFXH 106.1, WWVW 106.9, WLOW 107.9, WGZR 104.9, WFXH 1130 AM, WLVH 101.1, WSOK 1230 AM, WAEV 97.3, WTOC TV, WTGS TV, WJWJ TV, and WSAV TV. Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. [www.tcl.edu/textalert.asp](http://www.tcl.edu/textalert.asp)

**Emergency Text Message Alert**

Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. Participants receive immediate notification of emergency events and weather cancelations via text messaging on their cell phones. Participants can also opt in to receive non-emergency news and announcements. Go to [www.tcl.edu](http://www.tcl.edu). On the homepage, click on “emergency TextAlert at TCL” and fill out the form or go to [www.tcl.edu/textalert.asp](http://www.tcl.edu/textalert.asp)