

YColorado Christian University

College: College of Adult and Graduate Studies (CAGS)
Course Title: Starting and Running Your Business
Course Number: ENT 320
Course Location: CAGS Centers and Online
Credit Hours: 3
Instructor: Various
Semester:
Office Hours:
CCU Phone:
E-mail:

Course Description as found in catalog / Course Information:

Students will work in teams that compete within the retail industry via an entrepreneurship simulation game over the course of the class. Students learn by doing from start-up to the first years of business making decisions about research and development, location, marketing, production and operations, human resources, finance and total quality management.

Pre-requisites / Co-requisites: N/a

Required Textbooks and Course Materials:

Interpretive Simulations. *Entrepreneur Simulation and Student Manual*. Available through www.interpretive.com a Pearson company.

Optional textbooks and course materials (but recommended): N/a

Additional Requirements: N/a

Learner Objectives and Competencies:

1. Students will work in teams to plan and run a simulated start-up venture through a series of decision-making sessions.
2. Students will create and execute the elements of the start-up and launch of their business, to include: entrepreneur business case, naming, location, marketing, operations, staffing, budgeting and finance.
3. Students will act as founders and executives to run their businesses and solve problems.
4. Students will use a biblical, values-based perspective in starting and running their businesses.
5. Students will report and reflect on their decisions in management audits.

Course Objectives: This is the second course in the entrepreneurship certificate.

Learner Assessment:

Assessment:	Points:
1. Peer Evaluations (Two - 1/2 way through and at end)	50 points each
2. Threaded Discussions (Two for in-seat and four for online)	20
3. Entrepreneur Case Preparation	50
4. Students will complete five management audits that will aid in reflection.	25 points each
5. Team Decision Rounds (1-2 per week).	25 points each
6. Participation	50 points

Grading method: NOTE: The standard CAGS Grading Scale is included in the CAGS eCompanion Course/eCourse Policies and Procedures, and the Nursing Student Handbook.

Course Policies and Procedures: The following statement is included in each CAGS syllabus and refers to the information that will be located in the proposed course shell upon approval and subsequent development of the course:

Please carefully read the CAGS Course Policies and Procedures located in the Course Syllabus section of your course shell before you begin this course. You are responsible for understanding and following these policies whenever you participate in a CAGS Course.

To find the Course Development Handbook, please note that you can navigate the luke.ccu.edu webpage, click on the CCU Online (eCompanion) menu item. You will automatically be directed to the following link: <https://secure.ccu.edu/DigitalServicesAccount/CCUOnlineLogon.aspx> after you have logged in, click on the IDT Instructional Design Tutorial menu item under Special Courses.

The Integration of Faith, Learning and Living: An important part of your education here at CCU focuses on the integration of faith, learning, and living in relation to the content of each course. One of our goals is to examine course-related material from a Christian worldview. When appropriate, we will discuss legal, ethical, and moral implications relating to course-related topics as well as to our lives in general both while you are here at CCU and in your careers now and after graduation. The authors of our textbooks did not necessarily prepare the course materials based on a Christian worldview. Therefore, we must be aware of and sensitive to legal, ethical, moral, and worldview issues as they arise in class, in our online discussions, and in your written assignments.

In addition to the questions associated with each topic or case study, please be prepared each Week to respond to the following questions:

- Are there any moral or ethical issues raised in relation to this topic or case study? If so, what are they?

- *How would you address such issues in real life?*
- *How does this issue or case correlate with a Christian worldview?*
- *Can you support your position with at least one biblical reference?*

Course Outline and Schedule of Assignments: *A Curricular Alignment Table (CAT) that outlines the course delivery and schedule of assignments will be created by the course developer once the course is approved. The course developer will be provided a CAT template from the CAGS curriculum development team at that time.*

Special Accommodations: *Please refer to the CCU online academic catalog for CCU's policies regarding special accommodations. It can be found at the following link: <http://www.ccu.edu/catalog/2007-08/cus/lc.asp#Disabilities>*