Entrepreneurial Operations

Basic Course Information

Course Name:BUS1002280
Semester: Fall and Spring 2026
Credits: 3
Prerequisites/Co-requisites: Introduction to Business
Meetings/Times: Monday 6th period ; Tuesday 6th period; Wednesday 6th period; Friday 6th period
Location: Broomfield High School Room 737
MyCourses Online Course Site:
https://sites.google.com/bvsd.org/bhsbusiness/entrepreneurship?authuser=0

Instructor Information

Instructor: Kelly Walter
Office Phone: 720-561-8100
Email: kelly.walter@bvsd.org
College Web Site: www.frontrange.edu
Office Location: Broomfield High School Room 737
Office Hours: 1st Period, 4th Period, either lunch, Tutor Time Wednesday and Thursday
Department Contact: Front Range Business Department Chair: Bethany Stanley

Welcome Message

Hello and Welcome! I get the pleasure of teaching you Entrepreneurial Operations! Throughout the semester students will learn how to start and run a small business by actually running a real small business! This will be true work based learning, leveraging the gritty skills an Entrepreneur uses to figure out the next big thing with some help and guidance along the way. Students will have a primary department they work in with some rotation to learn the different jobs and departments needed to make a company run. They will be required to complete an industry certification for the work area of their choice. The class will have a real economy with spendable money. Students will be in the course for a full year and will be required to compete in a FBLA District competition.

FRCC's Philosophy of Inclusion

Front Range Community College is committed to inclusive excellence, educational equity, and advancing opportunity for all.

Inclusion is a powerful experience. Students and employees at Front Range Community College agree that inclusion evokes a sense of well-being, supports success, and fosters a sense of belonging in each person that says, "I matter." Inclusivity within our student and employee communities is critical to achieving our vision for students at the college: that all students

accomplish their educational and career goals. Continue reading FRCC's Philosophy of Inclusion (https://www.frontrange.edu/about/equity-inclusion/index.html).

Technical Support

- All FRCC Courses have a course site in MyCourses and may incorporate other online materials (e.g. publisher content and open educational resources).
- As a student at FRCC, you are responsible for ensuring that you have a reliable internet connection and the necessary equipment to access your course(s) and any required course materials, activities and assignments listed in the course syllabus.
- MyCourses is available 24x7, with the exception of limited maintenance windows posted on the home page.
    - In the unlikely event of an unplanned MyCourses outage, faculty and staff will be informed so that they can make reasonable adjustments to the course schedule and assignment deadlines.
- For technical assistance with MyCourses, contact the 24x7 Help Desk: (http://help.cccs.edu); 888-800-9198 (toll free).
    - Link to the 24x7 Help Desk and System Check can be found in MyCourses under the Resources navigation menu.
- The Intro to Online Learning resource course includes information on how to use MyCourses, WebEx, Zoom and other learning technologies. It can be accessed under the FRCC Resources menu in MyCourses.

Course Materials

Stukent Online Text using *Entrepreneurship: How to Start, Grow and Scale a Business* 2024 edition written by Jen Riley P.H.D and Stuart Draper and published by Stukent and the Stukent Simulator Internship. Notes Employee Handbook(supplied), equipment needed for completing projects are supplied(tripods, microphones, district supplied chromebooks, cameras, lighting, and manufacturing equipment and inventory if applicable). Personal phones may be used to create multimedia content for projects.

CCCS Required Syllabus Information

Catalog Course Description

Explores the essential requirements for starting and operating a business. This course covers basic concepts of business law, marketing, finance and operations. It guides the development of an effective business plan and prepares students to launch and sustain their own businesses.

Course Learning Outcomes

1. Explain the benefits and risks of entrepreneurship in comparison to other forms of business.
2. Define the characteristics of entrepreneurship and create a profile as an entrepreneur.
3. Explore the factors that contribute to determine feasibility of a business idea.

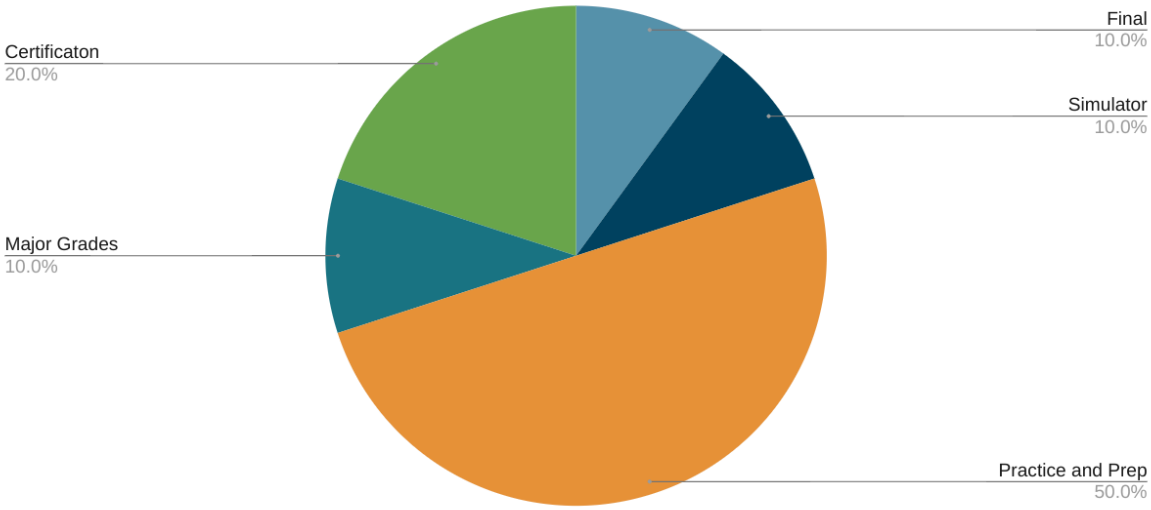
4. Engage in learning how to effectively communicate a business idea to others through a business plan.

Topical Outline

I. Entrepreneurship
II. Basic forms of business ownership
    A. Partnership
    B. Sole proprietorship
    C. Corporation
    D. Franchise
III. Fundamental marketing principles
    A. Target market process
    B. Product strategies
    C. Pricing strategies
    D. Placement and distribution strategies
    E. Promotional strategies
IV. Basic business financial management
    A. Income statements
    B. Balance sheets
    C. Statements of cash flow
    D. Basic record keeping
V. Operating a business
    A. Managing people
    B. Managing processes
    C. Managing finances
VI. Business plans
    A. Research for starting a business
    B. Executive summary
    C. Company background
    D. Management team
    E. Financial pan and beak-even analysis
    F. Funding strategy
    G. Marketing strategy
    H. Operational plan
    I. Exit strategy

Course Overview

Graded Instructional Activities



Grading Scales and Standards

Employers expect their employees to show up for work every day and do the necessary work to accomplish their common goals and key performance objectives. Students will learn through daily activities and those represent the dominant portion of the grade, just as consistent attendance and performance is key in career success. The simulation will provide students with actual experience in every topic taught in class and will be managed throughout the semester. Major grades will be made up of periodic projects and tests. The final will be a cumulative project and Industry Certification the student will select from the Colorado State approved list based on their area of interest.. If student attendance is within BVSD acceptable limits, rounding will be considered. If students have missed classes or have a history of tardiness and early departures, they will not be eligible for grade rounding. Attendance is critical.

A	90 – 100%
B	80 – 89%
C	70 – 79%
D	60 – 69%
F	59% and lower

Late Policy

There will be various cut offs for late work throughout the semester(i.e. quarter end). If you want to turn in late work, *and* you are within my communicated cut off time frame, I will still accept it without point penalty. HOWEVER, the process to get your grade into the grade book is as follows:

1. Write a private comment in our google classroom letting me know that you have turned in the assignment, NOT AN EMAIL.
2. Come in during my office hours, before or after school, or during tutor time and show me your work. Once you have done this step, I will enter your grade into Infinate Campus.

Attendance and Participation

Students establish attendance for courses by completing an academic activity based on course content. As defined by the Federal Department of Education, merely logging into the course site or introducing oneself to the class does not count as attendance. Some examples of successfully attending class include participation in a content-related discussion in the MyCourses discussion board or in WebEx/Zoom, taking a quiz, submitting an assignment, or contacting your instructor with a content related question. Similarly, the last date of academic attendance must be reported to Financial Aid for students who do not earn a D or better.

Academic Honesty

Students are expected to uphold FRCC's Student Code of Conduct relating to academic honesty and assume full responsibility for the content and integrity of the academic work they submit. The guiding principle of academic integrity will be that a student's submitted work, examinations, reports, discussions, and projects must be that of the student's own work and unique to the course. Students are guilty of violating the honor code if they:

- Represent the work of others as their own (this includes copying material from the Internet for discussion postings or other assignments without proper citation)
- Use or obtain unauthorized assistance in any academic work.
- Give unauthorized assistance to other students.
- Modify, without instructor approval, an examination, paper, record, or report for the purpose of obtaining additional credit.
- Misrepresent the content of submitted work.
- The penalty for violating the honor code is severe. Any student violating the honor code is subject to receive a failing grade for the course and will be reported to the Office of Student Affairs. If a student is unclear about whether a particular situation may constitute an honor code violation, the student should contact the instructor to discuss the situation.

Collaboration. Unless otherwise instructed, all work submitted is to be done individually by the student. This means you should not be working in pairs or in a group to write discussion posts,

complete assignments or take quizzes and other assessments unless specifically asked to do so by your instructor.

Plagiarism / Dual Submission. Plagiarism, whether intentional or accidental, is academic dishonesty and may incur disciplinary action ranging from receiving a zero on an assignment or failing a course to more severe consequences. Plagiarism means

- Using someone else's ideas and not correctly citing that use. This means that if you put someone else's work into your own words, put it in your work, and do not correctly document it, the idea is plagiarized.
- Using someone else's words without quotation marks and not correctly citing that use.
- Using someone else's images or other works (such as from the Internet) without correctly citing that use.
- Submitting work that has been turned in for credit in another class or at another institution unless specifically permitted by your instructor.
- Using artificial intelligence (AI) content without instructor approval.
- Students may be required to submit work that is evaluated for originality by Turnitin.com, a plagiarism detection software program that checks for certain forms of plagiarism.

Program Expectations

Students will be expected to have verifiable individual contributions to EVERY group assignment. If students are not contributing within their group, they will not receive the same grade as their group peers and may be required to complete the group project on their own to ensure they are learning the course content through the assigned project based learning. This will be assessed during class work time and is at the discretion of the instructor.

Online Learning and Real-Time Remote Learning Expectations

FRCC is committed to helping you succeed in your courses. Please read the following section for a better understanding of expectations specific to online and real-time remote courses. If you have questions or concerns about course content and activities, contact your instructor right away. If you have questions or concerns related to support services or the student code of conduct, contact your Academic Advisor, or a member of the Student Support and Conduct team at 970-204-8348, or email support@frontrange.edu.

Interacting in Online Learning Environments

Online and real-time remote classes provide opportunities for you to interact with your instructor and peers in a variety of online formats. Despite what is often modeled in public forums and social networks, civility and etiquette are important aspects in creating deep and meaningful learning. Personal attacks, monopolization, and bullying can stop valuable

discussion and are harmful to academic discourse. For this reason, it is important that online interactions are civil, respectful, and focused on the topic presented. If you notice behavior that violates this conduct, be sure to contact your instructor.

Use of Video Conferencing Technology

Students will be notified in advance if audio and/or video recordings will be made of any class meetings and may opt out of using their microphone or video camera. To protect student privacy, access to the recordings will be restricted to members of the class, the instructor, and instructional support staff. Students will also be notified if audio and/or video recordings will be required as part of specific course assignments or online test proctoring.

A student granted permission by the instructor to make an audio or video recording may use the recording only for his or her own study purposes and may not publish or post the recording on YouTube or any other medium or venue without the instructor's explicit written authorization.

Please contact your instructor if you have any questions or concerns.

Student Rights, Responsibilities, and Resources

For important information on rights and responsibilities of all FRCC students, as well as the many support resources available to you, please refer to the link to “Student Rights, Responsibilities and Resources” in MyCourses. Topics include:

- Philosophy of Inclusion
- Course Questions
- Access to Course Materials
- Student Email
- Student Drop for Non-Attendance
- Payment Deadline
- Financial Aid
- Academic Assistance
- Disability Support Services
- Use of Audio / Video Recordings
- Mental Health Support
- FRCC Cares
- Community Resources
- Notice of Non-Discrimination
- Mandatory Reporting (Title IX)
- Student Code of Conduct
- COVID-19

Mental Health Services

All students have access to mental health counseling from a licensed professional during their academic career. For more information on accessing Mental Health Counseling or to schedule an appointment, access the Mental Health Counseling webpage (https://www.frontrange.edu/student-experience/support-services/mental-health-counseling).

If you or someone you know is experiencing a mental health crisis call or text 988 for the Suicide & Crisis Hotline or dial 911.

Campus Closure

Weather or emergencies may require FRCC administrators to delay or close individual campuses or the college periodically. The College Closures and Delays webpage (https://www.frontrange.edu/student-experience/campus-security/college-closures-delays.html) includes resources related to college delay/closure information. Please note, some campus classes may meet remotely during a closure. Students should check their MyCourses sites or contact their instructor for additional guidance or updates.

Course Schedule

Important Dates

First Day of Class: August 15, 2024
Fall Break / Holidays: September 30; October 14; November 25 - 29
Last Day to Withdraw: September 20, 2024
Last Day of Class: FRCC Grades are final as of December 9th. Broomfield High School grades are still in progress through December 20th

Course Plan

All course content, pacing, and assignments will be available through daily Google Slides which are shared with students and available on the website and Google Classroom. Assignments will be posted on Google Classroom and are subject to change from the schedule below.

COURSE CALENDAR

DATES	TOPIC & ASSIGNMENTS	READING
Week 1	Welcome to class Introductions and Networking Improv Game	
Week 2	Developing the Entrepreneurship Mindset Quiz 1, Jasmine Abrams Worksheet 1, Journal Prompt 1 Response, Project Part 1	Chap. 1
Week 3	Start-up Decisions Quiz 2, Jasmine Abrams Worksheet 2, Journal Prompt 2 Response, Project Part 2	Chap. 2
Week 4	Building a Brand Part 1 & Introduce Simulation Quiz 3, Journal Prompt 3 Response, Jasmine Abrams Worksheet 3 *Start Simulation, Round 0	Chap. 3
Week 5	Building a Brand Part 2 Workshopping Project Part 3 Simulation Round 1	Chap. 3
Week 6	Guest Speaker OR Expert Sessions Simulation Round 2 *Test 1 about here	

Week 7	Legitimizing your Business Quiz 4, Jasmine Abrams Worksheet 4, Journal Prompt 4 Response, Project Part 4, Simulation Round 3	**Chap. 4**
Week 8	Building Value within your Business Quiz 5, Jasmine Abrams Worksheet 5, Journal Prompt 5 Response, Project Part 5, Simulation Round 4	**Chap. 5**
Week 9	Marketing and selling your brand Chapter reading, Quiz, Jasmine Abrams Worksheet, Journal Prompts, Project Part 6, Simulation Round 5	**Chap. 6**
Week 10	Managing your business Chapter reading, Quiz, Jasmine Abrams Worksheet, Journal Prompts, Project Part 7, Simulation Round 6	**Chapt. 7**
Week 11	Guest Speaker OR Expert Sessions Simulation Round 7	
Week 12	Managing your finances Chapter reading, Quiz, Jasmine Abrams Worksheet, Journal Prompts, Project Part 8, Simulation Round 8	**Chap.8**
Week 13	Expanding your Business Chapter reading, Quiz, Jasmine Abrams Worksheet, Journal Prompts, Project Part 9, Simulation Round 9	**Chapt. 9**
Week 14	Analyzing Business Success Chapter reading, Quiz, Jasmine Abrams Worksheet, Journal Prompts, Project Part 10, Simulation Round 10	**Chapt. 10**
Week 15	Guest Speaker OR Expert Sessions Student Presentations*	
Week 16	Guest Speaker OR Expert Sessions Student Presentations*	