



## North Central State College

### MASTER SYLLABUS

2025-2026

- A. Academic Division: Engineering Technology, Business & Criminal Justice Division
- B. Discipline: Business Administration
- C. Course Number and Title: BUSM2050 Entrepreneurship and Small Business
- D. Assistant Dean: Brooke Miller, M.B.A.
- E. Credit Hours: 3
- F. Prerequisites: None
- G. Last Course/Curriculum Revision Date: Fall 2024    Origin date: 09/20/2011
- H. Textbook(s) Title:

*Essentials of Entrepreneurship and Small Business Management*

- Author: Scarborough, Cornwall
- Copyright Year: 2025
- Edition: 10th
- ISBN: 9780138340421

- I. Workbook(s) and/or Lab Manual: None
- J. Course Description:

This course is designed to expand and enhance the student's entrepreneurial knowledge and small-business leadership skills. The “big-picture” view of the role of the entrepreneur in our economic and social environment is explained and discussed in depth. In-class and personalized student exercises and assistance is a component of this class in which numerous challenges of a start-up business are explored. Each student is assigned the task of exploring entrepreneurship and/or small-business as a career choice. The gamut of essential elements of running a small business is covered in this course. Students will gain practice in the art of decision-making under conditions of uncertainty and incomplete data.

- K. College-Wide Learning Outcomes

College-Wide Learning Outcomes	Assessments - - How it is met & When it is met
Communication – Written	
Communication – Speech	
Intercultural Knowledge and Competence	
Critical Thinking	
Information Literacy	
Quantitative Literacy	

L. Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

<b>Outcomes</b>	<b>Assessments – How it is met &amp; When it is met</b>
1. Describe the importance of small business to the economy and define the nature of entrepreneurship.	Chapter Exams; Homework; Participation; Outside Research First half of the term
2. Define methods for seeking entrepreneurial opportunities to include startup, buyout, and franchising.	Chapter Exams; Homework; Participation; Outside Research First half of the term
3. Develop a business plan for a new business detailing product, market information, organization, finance, advertising, competition, and location.	Chapter Exams; Homework; Participation; Outside Research; Create Elements of the Comprehensive Business Plan. Second half of the term
4. Define key components in effecting marketing a small business product or service.	Chapter Exams; Homework; Participation; Outside Research; Create Elements of the Comprehensive Business Plan Second half of the term
5. Define and describe purchasing and inventory concepts as they apply to small business operations.	Chapter Exams; Homework; Participation; Outside Research; Create Elements of the Comprehensive Business Plan- Second half of the term
6. Describe financial evaluation, cash flow management, and budgeting for small business.	Chapter Exams; Homework; Participation; Outside Research; Create Elements of the Comprehensive Business Plan - Second half of the term
7. Apply social and ethical issues to small business and their responsibilities to society, environment, and consumer.	Chapter Exams; Class Discussion/Participation First and second half of the term
8. Define the legal environment effecting small business to include government regulation.	Chapter Exams; Homework; Participation; Outside Research; Create Elements of the Comprehensive Business Plan - First half of the term
9. Define methods to apply technology to small business.	Chapter Exams; Homework; Participation - Second half of the term

M. Recommended Grading Scale:

NUMERIC	GRADE	POINTS	DEFINITION
93–100	A	4.00	Superior
90–92	A-	3.67	Superior
87–89	B+	3.33	Above Average
83–86	B	3.00	Above Average
80–82	B-	2.67	Above Average
77–79	C+	2.33	Average
73–76	C	2.00	Average
70–72	C-	1.67	Below Average
67–69	D+	1.33	Below Average
63–66	D	1.00	Below Average
60–62	D-	0.67	Poor
00–59	F	0.00	Failure

N. College Procedures/Policies:

North Central State College believes that every student is a valued and equal member of the community.\* Every student brings different experiences to the College, and all are important in enriching academic life and developing greater understanding and appreciation of one another. Therefore, NC State College creates an inclusive culture in which students feel comfortable sharing their experiences.

Discrimination and prejudice have no place on the campus, and the College takes any complaint in this regard seriously. Students encountering aspects of the instruction that result in barriers to their sense of being included and respected should contact the instructor, assistant dean, or dean without fear of reprisal.

\* *Inclusive of race, color, religion, gender, gender identity or expression, national origin (ancestry), military status (past, present or future), disability, age (40 years or older), status as a parent during pregnancy and immediately after the birth of a child, status as a parent of a young child, status as a foster parent, genetic information, or sexual orientation*

**Important information regarding College Procedures and Policies can be found on the syllabus supplement located at**

**<https://ncstatecollege.edu/documents/President/PoliciesProcedures/PolicyManual/Final%20PDFs/14-081b.pdf>**



North Central State College  
SYLLABUS ADDENDUM

<b>Academic Division:</b>	Engineering Technology, Business, Criminal Justice	<b>Discipline:</b>	Business Management
<b>Course Coordinator:</b>	J. Ross Justice		
<b>Course Number:</b>	BUSM 2050	<b>Course Title:</b>	Entrepreneurship & Small Business
<b>Semester / Session:</b>	Fall 2025 "A" Session	<b>Start / End Date:</b>	August 11 through October 3

**Instructor Information**

<b>Name:</b>	J. Ross Justice – B.S., MBA Bachelor of Science - Engineering Master of Business Administration	<b>Phone Number:</b>	419-755-4840
		<b>E-Mail Address:</b>	rjustice@ncstatecollege.edu
<b>Office Location:</b>	Kehoe Rm 232	<b>Office Hours:</b>	Monday & Wednesday – 11am to 1:30pm

**I. Topical Timeline (Subject to Change):**

Weeks	Topics
1	Foundations of Entrepreneurship and Business Ethics [Chapters 1 & 2]
2	Creativity/Innovation and Business Model Feasibility Analysis [Chapters 3 & 4]
3	Creating a Strategic Business Plan & Legal Forms of Business Ownership [Chapters 5 & 6] Entrepreneurial Speaker Reflection Critique #1
4	Buying an Existing Business – Franchising – The Unique Selling Proposition [Chapters 7 & 8] Entrepreneurial Speaker Reflection Critique #2
5	Entrepreneurial Ship Bootstrapping and E-Commerce [Chapters 9 & 10] - Entrepreneurial Speaker Reflection Critique #3
6	Estimating Start-up Costs, The Business Financial (cash-flow) Plan [Chapters 11 & 12 and Entrepreneurial Speaker Reflection Critique #4
7	Sources of Business Capital [Chapter 15] and Entrepreneurial Speaker Reflection Critique #5
8	Final Written Assignment [Business Plan Presentation]

**II. Course Assignments:**

1. Chapter Exams
2. Creation of Pro Forma Financial (Cash Flow-Source Capital Projection) Statements and Marketing Plans
3. On-line Class Discussion/Reflection and Critique of (Video) Entrepreneurial Speaker Presentations
4. Group Collaboration Projects
5. On-line Homework

**III. Grading and Testing Guidelines:**

**1. Grading Scale**

100-93% A	76-73% C
92-90% A-	72-70% C-
89-87% B+	69-67% D+
86-83% B	66-63% D
82-80% B-	62-60% D-
	59% and below F

## 2. Grading and Testing Guidelines

- All tests, exams, Entrepreneurial Case Studies, Pro Forma Marketing and Financial Reports, and Class Video (interview) Casework assignments are based upon a "point-value" system. Each assignment/exam will be worth a specific number of points. Your total points accumulated divided by the total possible points determines your final grade in the course.  
The following breakdown is a close approximation of the point-breakdown by subject matter. This approximation is subject to change.

43% Chapter Content Exams

33% Video Business Owner Interviews, Entrepreneurial Project Assignments

24% On-line Class Discussion/Participation and CANVAS Group Assignments

100% Total (The above breakdown of the weighting of assignments approximate and subject to change.)

•

## IV. Examination Policy:

1. All exams and project assignments are on-line with a 7 day window to complete.

## V. Class Attendance and Homework Make-Up Policy:

1. Attendance Requirements: All students are required to participate in this course throughout the week and complete examinations by the due date.

Students who do not attend/participate in this on-line classes may be administratively withdrawn from those classes. However, failure to attend and/or participate in this classes does not constitute withdrawal, and students are expected to process a formal withdrawal through the Student Records Office in Kee Hall.

Academic Misconduct is any activity that tends to compromise the academic integrity of the college, or subvert the educational process.

## VI. Classroom Expectations:

1. All students are expected to demonstrate courteous professional behavior and use language appropriate for the classroom learning experience. As a general rule, always make a special effort to interpret another student's discussion posts in the best possible light. We are all learners in this class. Part of the reason that we engage in on-line class discussion is to clarify our own thinking, provide constructive criticism for the proposed entrepreneurial projects of classmates as well as to explore the implications of new or different ideas. In all interactions, students must ALWAYS treat others with courtesy and respect even (and especially) if you are annoyed (or even offended) by the academic views and opinions of others.