



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:

Outcomes	Assessments – How it is met & When it is met
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

Academic Division:	<u>Business, Industry and Technology</u>	Discipline:	<u>Business</u>
Course Coordinator:	<u>Alex Goff</u>		
Course Number:	<u>BUSM 2050 Entrepreneurship and Small Business</u>	Course Title:	<u>BUSM 2050 Entrepreneurship and Small Business</u>
Semester / Session:	<u>Fall 2026</u>	Start / End Date:	<u>8/17/2026 – 12/11/2026</u>

Instructor Information

Name:	<u>Alex Goff</u>	Phone Number:	<u>419-961-5644</u>
		E-Mail Address:	<u>agoff@ncstatecollege.edu</u>
Office Location:	<u>N/A</u>	Office Hours:	<u>N/A</u>

I. Topical Timeline (Subject to Change):

Weeks	Topics
1	The Foundations of Entrepreneurship
2	Ethics and Social Responsibility: Doing the right thing
3	Creativity and Innovation: Keys to Entrepreneurial Success
4	Conducting a Feasibility and Analysis Model
5	Crafting a Business Plan and Building a Strategic Plan
6	Forms of Business Ownership
7	Buying an Existing Business
8	Franchising
9	Building a Powerful Marketing Plan
10	E-Commerce and the Effect on Entrepreneurship
11	Pricing and Credit Strategies
12	Creating a Successful Financial Plan
13	Managing Cash Flow
14	Choose the Right Location and Layout
15	Sources of Financing: Equity and Debt

II. Course Assignments:

1. Quizzes
2. Skills Testing
3. Independent Studies
4. Homework
5. Discussion Posts

III. Grading and Testing Guidelines:

Testing:

1. **Alignment and Transparency:**
Align tests with objectives.
Clearly define expectations and objectives.
2. **Diverse Assessment:**
Use varied assessment methods.
Include both formative and summative assessments.

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3. Clarity and Flexibility:

Clearly communicate test details.
Allow flexibility in assessment timing.

4. Timely Feedback and Prevention:

Set feedback timelines.
Use rubrics for consistent grading.
Implement measures to prevent cheating.

Grading:

1. Transparent Criteria:

Clearly communicate grading criteria.
Provide rubrics for major assignments.

2. Consistency and Feedback:

Apply consistent grading standards.
Offer constructive feedback.

3. Distribution and Re-evaluation:

Communicate grade distribution.
Outline the re-evaluation process.

4. Accessibility:

Ensure accessibility for all.
Offer alternative options for accommodations.

IV. Examination Policy:

1. The reasons for which a student will be excused from taking an examination _____
 - a. Hospitalization (with documented verification)
 - b. Death in the immediate family (with documented verification)
 - c. Personal illness or illness in immediate family - (doctor's excuse required).
2. A student who misses an examination for any reason is responsible for communicating with the professor to make up work or create a new arrangement.
3. No makeup opportunity will be given for absences of unscheduled quizzes.

V. Class Attendance and Homework Make-Up Policy:

1. Class attendance is necessary to acquire the knowledge required to pass this course. Assignments will be accepted up to one week late with a 20% reduction in the particular missed assignment.