

Course Name & Section

## SSC230 0A

### Human Behavior and Entrepreneurship ONLINE

<https://cogswell.instructure.com/courses/3762>

Course Information

Instructor Contact Information

<b>Instructor</b>	Dr. David R. Feeney, <a href="https://www.linkedin.com/in/davidrfeeney">https://www.linkedin.com/in/davidrfeeney</a>
<b>Email</b>	<a href="mailto:dfeeney@cogswell.edu">dfeeney@cogswell.edu</a>
<b>Phone</b>	267-738-0562
<b>Office Hours</b>	Anytime by appointment via email to <a href="mailto:dfeeney@cogswell.edu">dfeeney@cogswell.edu</a>

Course Meeting Time & Location

<b>Semester</b>	SUMMER 2020
<b>Day &amp; Time</b>	ONLINE at <a href="https://cogswell.instructure.com/courses/3762">https://cogswell.instructure.com/courses/3762</a>
<b>Location</b>	ONLINE at <a href="https://cogswell.instructure.com/courses/3762">https://cogswell.instructure.com/courses/3762</a>

Course Description

This course addresses the psychology of entrepreneurship: conceiving, creating, bootstrapping, managing, leading and potentially selling an innovative business idea. Our goal is to offer mission-critical concepts and best practices of entrepreneurship with a focus on psychology of business, social networking, influence, and leadership. Basic literacy in key areas of marketing, management, and finance combine with psychological profiling of entrepreneurs: creative, innovative, passionate; self-confident; obsessive; oppositional-defiant. The course features discussions, peer engagement, and social networking, case analysis, behavior journaling, and building a business plan for your own creative entrepreneurial idea.

Course Credits & Prerequisites

<b>Credits</b>	3
<b>Lecture Hours</b>	45
<b>Lab Hours</b>	0
<b>Prerequisites</b>	( ENG100 )

## Course Learning Outcomes

This is a list of the required course outcomes for this course.

CLO1 Discuss key concepts and best practices of entrepreneurship through accurate and persuasive writing.

CLO2 Apply research and profiling of successful entrepreneurs (based on psychological relevance, attribution, and affinity) to real-world business situations.

CLO3 Research and leverage resources available for creating new businesses.

CLO4 Integrate psychological and entrepreneurial literacy to enhance social networking, influence, leadership, and success.

## Program Learning Outcomes

This is a list of the required program outcomes for this course.

## Institutional Learning Outcomes

This is a list of the institutional learning outcomes for this course.

ILO1: Cogswell graduates will be able to write correctly, accurately, and persuasively. (Written Communication) [D]

#ILO3: Cogswell graduates will be able to critically analyze ideas, issues, content and events to formulate conclusions and make decisions individually or collaboratively. (Critical Thinking) [D]

## Communication

This class requires you to regularly check your Canvas messages & your Cogswell email account. New assignments and updated class information will regularly be posted in Canvas.

## Online Courses

Online courses require a significant amount of discipline from students. The following tips will help you succeed in the course:

1. *Login*: Log in to Canvas at least once a day to review updates, announcements, and new posts.
2. *Attendance*: A student must submit a gradable item each week to be marked present. A gradable item is defined as a threaded discussion, assignment, test, or quiz.
3. *Manage your Time*: Expect to spend as much time in Canvas each week as you would in a regular classroom. Homework is additional to this amount.
4. *Keep track of due dates*: Use Canvas notifications to receive emails or texts about assignment due dates, announcements, and other important information and changes.
5. *Netiquette*: Every social interaction has certain rules of professionalism and decorum. Online classes are no exception.
  - a. Treat others with respect.
  - b. Be clear and professional in your communications.
  - c. Keep critiques and feedback constructive.

## College Rules & Policies

### College Policies

The Cogswell Catalog states that students are expected to attend every class session scheduled for each course in which they enroll. Students who miss a class must arrange with instructors to take any examination or complete any make-up work at an alternate time. The following are the general attendance policies that apply to all students at Cogswell:

- The Add/Drop Period closes at the end of the first week of each session. Students cannot add after the first week of each session.
- Students that do not attend a course in which they have registered may be dropped from the course by the end of the add/drop period. Once dropped from the course seat availability is not guaranteed.
- A student that has not attended any classes by the first day following the add/drop period will be withdrawn from the school.
- A student that is absent from an individual class for 14 consecutive calendar days will be withdrawn from the class by the College. A withdrawal "W" grade will be given if withdrawal occurs on or prior to the last day to withdraw deadline. A withdrawal after the last day to withdraw will be assigned a withdrawal fail "WF" grade.
- A student that is absent from all classes for 14 consecutive calendar days will be withdrawn from the school and subject to the refunds policies described below. For each registered course, a withdrawal "W" grade will be given if withdrawal occurs on or prior to the last day to withdraw deadline. A withdrawal after the last day to withdraw will be assigned a withdrawal fail "WF" grade for each registered course.
- Students may appeal the attendance as described in the "Attendance Appeal" policy in our catalog.
- Holiday and school breaks are not included in the 14 consecutive calendar days. If the 14th consecutive day falls on a day that class is not in session, the following regularly scheduled class day will be used.

See the College Catalog and Student Handbook for complete policies.

### Computer Lab Policies

- Cogswell students and faculty are **not** allowed to eat food in computer labs.
- Cogswell students and faculty are allowed to drink liquids in labs as long as the liquids are in a closed spill-proof container.
- More information on lab rules and policies are in the Student Handbook.

### Academic Honesty

Cogswell forbids all forms of academic dishonesty such as cheating and plagiarism. Examples of cheating include copying from another student's exam, enabling unauthorized access to test or assignment answers, submitting work from a previous class, use of false identity online, and accessing unauthorized materials during a closed-book exam. Examples of plagiarism include representing another's academic or creative work as your own, and incorporating another's ideas, words, or phrasing without giving credit to the author. Students caught engaging in academic dishonesty are subject to failure for the assignment, failure for the class, and/or additional disciplinary procedures as laid out in the Student Handbook.

### College Schedule Information

- Class schedule may change based on class or instructor needs and availability of guest speakers.
- Students and Faculty should consider the Academic Calendar. Some Cogswell Holidays occur during the semester.
- Due to our Academic Calendar, class might meet on some holidays. Cogswell College does not celebrate all holidays.
- The academic calendar can be found online here: <https://cogswell.edu/academics/academic-calendar/>

### College Resources

#### Cogswell Library

- Cogswell Library provides copies of textbooks in Course Reserves.
- Check availability by searching the library catalog at [www.cogswell.edu/library](http://www.cogswell.edu/library)

#### Cogswell Tutoring Services

- Peer tutoring is available for almost every Cogswell class and is a **free** and open resource for all students.
- Tutoring is a great opportunity, not only for students who may be struggling or need to catch up, but also for strong students who can collaborate with others to practice and master concepts presented in classes.
- Tutoring is conducted in small group format and on a one-on-one basis.
- To request tutoring services, please visit the Student Academic Specialist in room 107, or send an email to [tutoring@cogswell.edu](mailto:tutoring@cogswell.edu)

### College policies in Compliance with American Disabilities Act

If you need course accommodations or physical adaptations because of a disability, please see the Dean of Students. Email [DeanOfStudents@cogswell.edu](mailto:DeanOfStudents@cogswell.edu)

#### Technology & Facilities Support

- If you need technology or facilities support, please email [helpdesk@cogswell.edu](mailto:helpdesk@cogswell.edu)

## College Standard Grade Scale

Cogswell Grade Scale		
Letter Grade	Grade Points/Credit	Cutoff Percentage
A+	4.0 (with distinction)	97.0
A	4.0	94.0
A-	3.7	90.0
B+	3.3	87.0
B	3.0	84.0
B-	2.7	80.0
C+	2.3	77.0
C	2.0	74.0
C-	1.7	70.0
D+	1.3	67.0
D	1.0	64.0
D-	0.7	60.0
F	0.0	< 60.0

## College Late-Homework/Assignment Policy

### Course Late-Homework/Assignment Policy (OPTION B)

#### LOGIN, ENGAGEMENT, AND ATTENDANCE: AVOID LOSS OF POINTS AND BEING MARKED ABSENT

- Your success in our ONLINE COURSE requires login, attendance, and engagement each week to avoid loss of points for LATE WORK, and to avoid being marked ABSENT.
  - To ensure you are marked PRESENT and to earn full points, each student should login at least once per day, responding to any/all tasks, Instructor and/or peers in a timely manner.
  - If you cannot login, engage, or may be ABSENT from our ONLINE COURSE, communicate immediately with your Instructor at [dfeeney@cogswell.edu](mailto:dfeeney@cogswell.edu) as well as Cogswell campus.
- ATTENDANCE is reported every Monday before 10am ET as per Cogswell Attendance Policy.
  - If you do not login to our online course and complete assigned tasks on or before each week's stated Deadlines (in your time zone),
    - you will lose points for LATE WORK as stated in our Syllabus.
    - you will be marked as ABSENT as stated in our Syllabus.
      - If you are marked ABSENT for 2 weeks in a row, you will be automatically WITHDRAWN from our ONLINE COURSE.
      - A WITHDRAWAL will remove your access to our ONLINE COURSE, and may adversely impact your points earned, final grade, enrollment status and/or financial aid.
      - If you are WITHDRAWN from our ONLINE COURSE, you may file an appeal form available from Cogswell's Registrar's Office.
        - Contact Cogswell Registrar's Office at [RegistrarsOffice@cogswell.edu](mailto:RegistrarsOffice@cogswell.edu)
      - If you appeal, Cogswell must receive your form within 7 calendar days from the date you were WITHDRAWN.
        - Contact Cogswell Registrar's Office at [RegistrarsOffice@cogswell.edu](mailto:RegistrarsOffice@cogswell.edu)
      - Students are allowed only two WITHDRAW appeals per term.
        - Contact Cogswell Registrar's Office at [RegistrarsOffice@cogswell.edu](mailto:RegistrarsOffice@cogswell.edu)

- If no appeal is received, or if your appeal is denied, your WITHDRAWAL from our course will be final and a “W” grade will be reflected on your transcript.
  - Contact Cogswell Registrar's Office at [RegistrarsOffice@cogswell.edu](mailto:RegistrarsOffice@cogswell.edu)

NEW BUSINESS CONCEPT “LOCKIN”: Before submitting NEW BUSINESS CONCEPT DRAFT 3 FINAL, each student will “lock in” their choice of New Business Concept.

- Once “locked in”, each student is committed to their New Business Concept for all future work (Feasibility Analysis, Business Plan, Business Plan Document, Business Plan Presentation, etc.).
- Once “locked in”, students may NOT switch, or substitute a different New Business Concept, focus, company name, marketing slogan, or other elements.
- For these reasons, please use NEW BUSINESS CONCEPT DRAFTS 1 and 2, as well as Discussion feedback from Peers and Instructor, to assure your New Business Concept represents your authentic interest, passion, and dedication.

#### TECHNICAL DIFFICULTIES:

- You must use our ONLINE COURSE to submit assignments as shown in the syllabus of our ONLINE COURSE. You cannot submit assignments, discussions, or exams via email, Dropbox, Google Drive, or other means.
- IF YOUR DEVICE/SOFTWARE/INTERNET IS OUT OF ORDER: YOU ARE STILL RESPONSIBLE to complete all assignments by deadline.
  - You can use any DEVICE/SOFTWARE/INTERNET available from family, friends, or libraries.
  - No deadline extensions will be based on DEVICE/SOFTWARE/INTERNET being out of order.
  - Please work with [helpdesk@cogswell.edu](mailto:helpdesk@cogswell.edu) to troubleshoot your technical difficulties.
- IF OUR ONLINE COURSE is out of order, please work with IT Help Desk at [helpdesk@cogswell.edu](mailto:helpdesk@cogswell.edu) to document the system outage.
  - Once an ONLINE COURSE outage is documented by IT Help Desk, you may request DEADLINE EXTENSION by email to [dfeeney@cogswell.edu](mailto:dfeeney@cogswell.edu) .
  - If you do not document the system outage by IT Help Desk, a DEADLINE EXTENSION cannot be granted.

EXTRA CREDIT: EXTRA CREDIT POINTS are available and stated in the syllabus of our ONLINE COURSE.

- Points lost for Late, Incomplete, or poor-quality work are lost permanently.
- Please review Late Work Policy stated in the syllabus of our ONLINE COURSE.

#### LATE WORK POLICY:

- Note: Quizzes cannot be completed after a deadline is missed.
  - During our week, you may repeat a quiz multiple times until you reach the score (and points) you deserve, up to 100%.
  - Once our week is over, the quiz will no longer be accessible, and any missed points will be lost.
- Late Assignment WITH Documented Exceptional Circumstances: For submission of assignments after stated Deadline for which you wish to avoid loss of points, you should be aware that:
  - You will be responsible for all material missed during your period of absence.
  - You should immediately notify your course instructor at [dfeeney@cogswell.edu](mailto:dfeeney@cogswell.edu) as well as your local campus with documentation of your exceptional circumstance.
  - Grading of late work and loss of points will vary dependent upon whether documentation is provided, and in a timely manner (24 hours before or after deadline);
    - Documentation would include proof of extended illness, hospitalization, military deployment, emergency, etc., which has been scanned and/or emailed to [dfeeney@cogswell.edu](mailto:dfeeney@cogswell.edu)
    - In cases where appropriate documentation is provided and accepted, you will be allowed to make up all assignments, including discussion posts;

- After documentation is evaluated, your Instructor will arrange reasonable accommodation for your late work, and no points will be lost;
  - All make up provisions for late work must be in accordance with the reasonable accommodation agreed upon between you and your Instructor;
- If your absence from class will be for an extended time (2 weeks or more), you must notify and work with Cogswell campus regarding accommodations.
- Late Assignment WITHOUT Documented Exceptional Circumstances: For submission of assignments after stated Deadline for which you HAVE NOT provided documentation of an exceptional circumstance, you may receive partial credit. Please note:
  - You will be responsible for all material missed during your period of absence.
  - Discussions are not easily made up and late work is not accepted. No points will be available for Discussion work submitted after deadline.
  - You should immediately notify your course instructor at [dfeeney@cogswell.edu](mailto:dfeeney@cogswell.edu) as well as Cogswell campus to explain your circumstances, including why you are unable to provide documentation.
  - For late work submitted WITHOUT documentation and/or notification, expect the following loss of points:
    - 1 to 7 days after deadline: 50% loss of points;
    - 8 to 14 days after deadline: 70% loss of points;
    - 15 days after deadline: grade of zero (0), i.e. no credit awarded.
    - Assignments due during the last week of the term cannot be accepted late.
    - In the event you are unable to make contact, please request that a family member or friend contact your Instructor as well as Cogswell campus regarding your exceptional circumstance.

### Assignment Group Weighting

<b>TOTAL POINTS</b>	<b>1000</b>	<b>100%</b>
<b>4 Portfolio Assignments</b>	<b>480</b>	<b>48%</b>
<b>10 Discussions</b>	<b>300</b>	<b>30%</b>
<b>8 Text Quizzes</b>	<b>200</b>	<b>20%</b>
<b>3 Extra Credit Items</b>	<b>20</b>	<b>2%</b>
<b>16 Text Readings</b>	<b>Required</b>	<b>0%</b>

### Course Grading Policies

See Course Late-Homework/Assignment Policy (OPTION B)

## Course Supplies and Materials

### REQUIRED RESOURCES:

- You will need access to Internet, devices, our ONLINE COURSE and Microsoft Office for this course.
- Please submit Microsoft Word documents in .DOC or .DOCX format and/or Microsoft PowerPoint in .PPT or .PPTX format using Microsoft Office.
  - DO NOT submit documents in .PDF or other formats when Microsoft Word or PowerPoint documents are required for submitted work.
- Each student will use PowerPoint to RECORD A SLIDE SHOW WITH VOICEOVER NARRATION to create a self-running presentation that will "speak to your audience" in your own voice.
  - To record and playback your slide show with voiceover narration, your computer, laptop, or device must be equipped with a sound card, microphone, and audio speakers.
  - Video is not created when you record a slide show with voiceover narration, and a video camera is not required to complete this assignment.
- You must use our ONLINE COURSE to submit assignments as shown in the syllabus of our ONLINE COURSE. You cannot submit assignments, discussions, or exams via email, Dropbox, Google Drive, or other means.

### SUCCESS TIPS! Use COGSWELL CAMPUS RESOURCES.

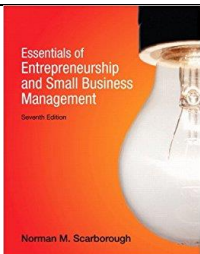
- University Student Login: <https://cogswell.edu/student-gateway/>
- University Tech Support: <https://cogswell.edu/it-help-desk> or email [helpdesk@cogswell.edu](mailto:helpdesk@cogswell.edu)
- University Advising and Counseling: [http://cogswell.edu/current/student\\_life.php](http://cogswell.edu/current/student_life.php)
- University Student Support: <https://cogswell.edu/student-gateway/student-life>
- University Registrar's Office: [RegistrarsOffice@cogswell.edu](mailto:RegistrarsOffice@cogswell.edu)
- Directions to Campus: <https://goo.gl/maps/gswD77Z2kaMvtWAj6>
- Campus Access: <https://cogswell.edu/student-gateway/student-life/campus-hours/>
- University Website Page Index: <https://cogswell.edu/sitemap/>
- University Tutoring: <https://cogswell.edu/student-gateway/student-life/student-services/tutoring/>
- University students are eligible for Office 365 for Education, which includes Word, Excel, PowerPoint, OneNote, and now Microsoft Teams, and more. All you need to get started is to enter a valid school email address. <https://products.office.com/en-us/student/office-in-education>

## Required Textbooks

This is a list of required books that the student should purchase to maximize their success in the class.

REQUIRED Book (1)	Information
Title	Essentials of Entrepreneurship and Small Business Management, 7 <sup>th</sup> Edition, Upper Saddle River, NJ: Pearson Prentice Hall Publishing Co., 2014.
Author	Scarborough, Norman M.
ISBN	ISBN-13: 9780132666794
AMAZON	ESSENTIALS 7TH EDITION: <a href="http://amzn.to/1ADQoMO">http://amzn.to/1ADQoMO</a>
BARNES & NOBLE	ESSENTIALS 7TH EDITION BARNES AND NOBLE: <a href="http://bit.ly/1ADR04U">http://bit.ly/1ADR04U</a>
GOOGLE BOOK SEARCH	<a href="https://goo.gl/kvvGyp">https://goo.gl/kvvGyp</a>
Estimated Book cost	\$20 (Rental); \$65 (Used Purchase); \$230 (New Purchase)



	<p>ESSENTIALS 7TH EDITION has an ORANGE COVER with LIGHT BULB</p> <p><a href="https://images-na.ssl-images-amazon.com/images/I/411fE2pObPL. SX258 BO1,204,203,200 .jpg">https://images-na.ssl-images-amazon.com/images/I/411fE2pObPL. SX258 BO1,204,203,200 .jpg</a></p>
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### Optional Textbooks

None

### Required Supplies

See COURSE SUPPLIES AND MATERIALS above.

### Optional Supplies

See COURSE SUPPLIES AND MATERIALS above.

### Computer Software & Hardware that is currently available in the classroom:

See COURSE SUPPLIES AND MATERIALS above.

### SUCCESS TIPS

SUCCESS TIPS! Use COGSWELL CAMPUS RESOURCES.

- University Student Login: <https://cogswell.edu/student-gateway/>
- University Tech Support: <https://cogswell.edu/it-help-desk> or email [helpdesk@cogswell.edu](mailto:helpdesk@cogswell.edu)
- University Advising and Counseling: [http://cogswell.edu/current/student\\_life.php](http://cogswell.edu/current/student_life.php)
- University Student Support: <https://cogswell.edu/student-gateway/student-life>
- University Registrar's Office: [RegistrarsOffice@cogswell.edu](mailto:RegistrarsOffice@cogswell.edu)
- Directions to Campus: <https://goo.gl/maps/gswD77Z2kaMvtWAj6>
- Campus Access: <https://cogswell.edu/student-gateway/student-life/campus-hours/>
- University Website Page Index: <https://cogswell.edu/sitemap/>
- University Tutoring: <https://cogswell.edu/student-gateway/student-life/student-services/tutoring/>
- University students are eligible for Office 365 for Education, which includes Word, Excel, PowerPoint, OneNote, and now Microsoft Teams, and more. All you need to get started is to enter a valid school email address. <https://products.office.com/en-us/student/office-in-education>

SUCCESS TIPS! Use ONLINE COURSE NOTIFICATIONS to be automatically notified of course activity.

- Customize your ONLINE COURSE NOTIFICATIONS at <https://cogswell.instructure.com/profile/communication>

SUCCESS TIPS! Use COGSWELL FACEBOOK GROUPS.

- Digital Art Animation (DAA) <http://tinyurl.com/cogswelldaa>
- Digital Audio Technology (DAT) <http://tinyurl.com/cogswelldat>
- Engineering (ENGR) <http://tinyurl.com/cogswellengr>
- Game Design & Development(GDD) <http://tinyurl.com/cogswellgdd>

- Business Administration (BBA) <http://tinyurl.com/cogswellbba>
- Art (any art-oriented student) <http://tinyurl.com/cogswellart>

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**SUCCESS TIPS! One of the challenges of our course is for each student to create, share, revise, and improve their own DIGITAL PORTFOLIO.**

- Some students will have multiple, personal DIGITAL PORTFOLIO already created (and you will see examples when peer-reviewing other's work).
- Some students will need to create a DIGITAL PORTFOLIO for the first time. For some, creating a DIGITAL PORTFOLIO with multiple resources will be a challenge.
- Remember that your LINKEDIN PROFILE can be part of your DIGITAL PORTFOLIO, which you already have.
- As you peer-review other student's work, note how those students have created a DIGITAL PORTFOLIO for themselves with multiple resources, for zero money and little time. Many students, even those who cannot "code", have already posted DIGITAL PORTFOLIO resources that are 100% free (and easy to create and manage). Steal their ideas!
- The hyperlinks below guide you through free, easy ways to create multiple, personal DIGITAL PORTFOLIO resources, in addition to your current LINKEDIN PROFILE:
  - <http://www.techradar.com/news/the-best-free-website-builder>
  - <https://1stwebdesigner.com/easiest-website-builder>
  - <http://www.hostingadvice.com/how-to/free-website-builders>
  - <https://colorlib.com/wp/how-to-make-a-website>

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**SUCCESS TIPS! One of the challenges of our course is for each student to create, share, revise, and improve their own LINKEDIN PROFILE.**

- Your PERSONAL PHOTO should be visible above your name;
- Your PERSONAL OR PROFESSIONAL NAME should be visible below your photo;
- A brief, well written HEADLINE should be visible below your name in your profile;
- A brief, well written PROFILE SUMMARY should be visible below your name and headline;
- A customized BACKGROUND IMAGE should be visible behind your personal photo.
- View step-by-step video tutorials about adding LINKEDIN features below:
  - Add A Personal Profile Photo <https://youtu.be/uPT7ieTVCf4>
  - Create a LinkedIn Background Image <https://www.youtube.com/watch?v=f6UvGMadU8k>
  - Get Recommendations [https://youtu.be/UjLQ2\\_D764](https://youtu.be/UjLQ2_D764)
  - Custom LinkedIn URL <https://youtu.be/dgFDVBjPH8g>

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**SUCCESS TIPS! One of the challenges of our course is for each student to create, share, revise, and improve their own NEW BUSINESS CONCEPT (NBC) that reflects your passion, personality, and life goals.**

- Review <https://www.entrepreneur.com/article/223401> : 7 Tips for Naming Your Business
- Review <https://www.entrepreneur.com/article/218146> : Name Your Business
- Review <https://www.entrepreneur.com/article/41262> : Writing A Slogan
- Review <https://www.entrepreneur.com/encyclopedia/slogan> : What is a Slogan?
- Review <https://www.entrepreneur.com/article/225514> : 10 Questions to Ask Yourself When Testing a Business Idea
- Review <https://www.entrepreneur.com/article/237513> : 7 Ways to Reality Check a Startup Concept.
- Review <https://www.entrepreneur.com/article/246049> : 15 Inspiring Entrepreneurs Who Built Careers Around Their Passions and Social Media
- Review <https://www.entrepreneur.com/article/295769> : What It Takes to Build a Business Based on a Personal Passion
- Review <https://www.entrepreneur.com/article/190942> : Differentiating Your Business
- Review <https://www.entrepreneur.com/article/240853> : 7 Key Steps to a Growth Strategy That Works Immediately
- Review <https://www.entrepreneur.com/article/225656> : Defining Your Market in 7 Steps

- Review <https://www.entrepreneur.com/video/284749> : The Best Type of Customer for Your Startup
- Review <https://www.entrepreneur.com/article/279689> : 4 Steps to Making Ideas Actionable
- Review <https://www.entrepreneur.com/article/227390> : 5 Steps to Take Your Product from Concept to Reality
- Review <https://www.entrepreneur.com/article/290934> : How to Pick the Right Team for Your Startup
- Review <https://www.entrepreneur.com/article/290811> : 7 Keys to Building a Winning Startup Team
- Review <https://www.entrepreneur.com/article/234094> : When Launching Your Startup, Consider These 5 Risks
- Review <https://www.entrepreneur.com/article/246214> : Reduce These 9 Startup Risks for a Better Shot at Investor Funding
- Review <https://www.entrepreneur.com/article/243792> : 10 Traits All Successful Entrepreneurs Share
- Review <https://www.entrepreneur.com/article/289877> : 11 Lifestyle Changes You Need to Adopt If You Want to Be Rich
- Review <https://www.entrepreneur.com/slideshow/296321> : You Need These Skills to Succeed, Says Musk, Branson and Others
- Review <https://www.entrepreneur.com/article/292346> : 7 Lifestyle Changes You Must Adopt to Build Your Business on the Side
- Review <https://www.entrepreneur.com/article/247818> : How to Show Investors Your Startup Is Worth Sinking Money Into
- Review: <https://www.entrepreneur.com/article/241122> : 20 Questions You Can Ask to Validate Your Startup Idea
- Review <https://www.entrepreneur.com/encyclopedia/competitive-analysis> : Competitive Analysis
- Review <https://www.entrepreneur.com/article/204092> : Get to Know Your Competition

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**SUCCESS TIPS! One of the challenges of our course is for each student to create, share, revise, and improve a FEASIBILITY ANALYSIS to make your NBC more realistic and successful.**

- Review [https://en.wikipedia.org/wiki/SWOT\\_analysis](https://en.wikipedia.org/wiki/SWOT_analysis) : WIKIPEDIA: SWOT ANALYSIS
- Review <https://www.youtube.com/watch?v=GNXYI10Po6A> : VIDEO: SWOT ANALYSIS
- Review <https://www.youtube.com/watch?v=oIOSOI0YPL4> : Writing Behavioral Objectives
- Review <https://www.youtube.com/watch?v=eXxTpDg1thI> : Measurable Learning Objectives

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**SUCCESS TIPS! One of the challenges of our course is for each student to create, share, revise, and improve their own ORIGINAL LOGOS that authentically reflect your NEW BUSINESS CONCEPT NAME, SLOGAN, PRODUCT and/or SERVICE.**

- Review STUDENT ORIGINAL LOGO EXAMPLES provided below.
- Your ORIGINAL LOGO should be original graphic art content developed by you for your NEW BUSINESS CONCEPT (NBC).
- Avoid submitting simple clip art for your ORIGINAL LOGO.
- Your ORIGINAL LOGO may start as hand-drawn art but should progress to a professional looking graphic image including NBC Name, Slogan, and other original elements.
- Many students use Microsoft Paint (free) while incorporating graphic imagery, remixing other visual elements to create their own customized ORIGINAL LOGO.
- Many students use free ONLINE IMAGE EDITORS that add text, graphic imagery, and effects easily, then allow you to save your edited file. Examples include:
  - <https://imgflip.com/memegenerator>
  - [https://photofunia.com/categories/all\\_effects](https://photofunia.com/categories/all_effects)
  - <https://pixlr.com/express>



**SUCCESS TIPS! One of the challenges of our course is for each student to create an NBC BUSINESS PLAN with a POWERPOINT PRESENTATION featuring VOICEOVER NARRATION.**

- Each student will create an NBC BUSINESS PLAN in Microsoft Word.
- Each student will create an NBC BUSINESS PLAN PRESENTATION in Microsoft PowerPoint, which includes elements of all your work in our course.
- Each student will RECORD VOICEOVER NARRATION for their NBC BUSINESS PLAN PRESENTATION in Microsoft PowerPoint, to create a self-running presentation that will "speak to your audience" in your own voice about your NBC.

- Record a slide show with narration and slide timings <https://support.office.com/en-us/article/Record-a-slide-show-with-narration-and-slide-timings-0b9502c6-5f6c-40ae-b1e7-e47d8741161c#OfficeVersion=2013, 2016>
- How to Record Narration in a PowerPoint Presentation
  - TEXT: <https://business.tutsplus.com/tutorials/powerpoint-narration--cms-29313>
  - VIDEO: <https://business.tutsplus.com/tutorials/powerpoint-narration--cms-29313?wvideo=cqcebw81y3>
- Rehearsing and Recording Your Presentation <https://www.youtube.com/watch?v=UdeRJplxCFO>
- How to create voiceover narration for your PowerPoint Presentation <https://www.youtube.com/watch?v=3uk4CU7uobM>
- How to add voice narration to a PowerPoint Slide Show <https://www.youtube.com/watch?v=x0hu87ESj6k>
- Tutorial: Save your PowerPoint as a Video: <https://24slides.com/blog/tutorial-save-your-powerpoint-as-a-video/>
- Convert A Narrated PowerPoint to a Video <https://www.youtube.com/watch?v=LfCO0q9KvRQ>
- How to Make a Video Using PowerPoint [https://www.youtube.com/watch?v=AGSk\\_ynrvTA](https://www.youtube.com/watch?v=AGSk_ynrvTA)

**SUCCESS TIPS! One of the challenges of our course is for each student to PUBLISH THEIR NEW BUSINESS PLAN POWERPOINT PRESENTATION with VOICEOVER AUDIO NARRATION to YOUTUBE.**

- Review COGSWELL STUDENT BUSINESS PLAN PRESENTATIONS ON YOUTUBE:
  - <https://www.youtube.com/playlist?list=PL8WWLIqSz8nG3kdn4nBb-BhlvJOx5mmcA>
- How to Record VOICEOVER AUDIO NARRATION in a PowerPoint Presentation:
  - TEXT: <https://business.tutsplus.com/tutorials/powerpoint-narration--cms-29313>
  - VIDEO: <https://business.tutsplus.com/tutorials/powerpoint-narration--cms-29313?wvideo=cqcebw81y3>
  - <https://support.office.com/en-us/article/Record-a-slide-show-with-narration-and-slide-timings-0b9502c6-5f6c-40ae-b1e7-e47d8741161c#OfficeVersion=2013, 2016>
  - Rehearsing and Recording Your Presentation <https://www.youtube.com/watch?v=UdeRJplxCFO>
  - How to create voiceover narration for your PowerPoint Presentation <https://www.youtube.com/watch?v=3uk4CU7uobM>
  - How to add voice narration to a PowerPoint Slide Show <https://www.youtube.com/watch?v=x0hu87ESj6k>
- How to Save POWERPOINT PRESENTATION + VOICEOVER AUDIO NARRATION as a video:
  - Save your PowerPoint as a Video: <https://24slides.com/blog/tutorial-save-your-powerpoint-as-a-video>
  - Convert A Narrated PowerPoint to a Video <https://www.youtube.com/watch?v=LfCO0q9KvRQ>
  - How to Make a Video Using PowerPoint [https://www.youtube.com/watch?v=AGSk\\_ynrvTA](https://www.youtube.com/watch?v=AGSk_ynrvTA)
- How to create a self-running PowerPoint presentation:
  - <https://support.office.com/en-ie/article/create-a-self-running-presentation-57fc41ae-f36a-4fb5-94a3-52d5bc466037>
- How to record slide timings in a PowerPoint presentation:
  - <https://support.office.com/en-ie/article/record-a-slide-show-with-narration-and-slide-timings-0b9502c6-5f6c-40ae-b1e7-e47d8741161c>
- Create an account on YouTube:
  - <https://support.google.com/youtube/answer/161805>
- Create a personal channel on YouTube:
  - <https://support.google.com/youtube/answer/1646861>

**SUCCESS TIPS! Contact your Instructor anytime by email to get personal help using email, phone, or online course tools.**



Dr. David R. Feeney, Ed.D.

FACULTY, COGSWELL POLYTECHNICAL COLLEGE <http://www.cogswell.edu>

SSC230-OA: HUMAN BEHAVIOR & ENTREPRENEURSHIP ONLINE <https://youtu.be/5ff47nl8Kho>

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University Student Login: <http://www.cogswell.edu/current/portals.php>

University Student Support: <https://cogswell.edu/student-gateway/student-life>

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### Course Overview & Topics

#	DUE DATES (MIDNIGHT)	SU20-SSC230OA: HUMAN BEHAVIOR & ENTREPRENEURSHIP ONLINE: GOALS, TASKS AND POINTS	TASKS	POINTS
1	Tuesday, May 26, 2020	GOALS: WEEK 1 GETTING TO KNOW YOU, YOUR PEERS, YOUR COURSE	WEEK 1	POINTS
2	Sunday, May 31, 2020	SURVEY: Login & Complete to Avoid ABSENCE AND/OR WITHDRAWAL (EXTRA CREDIT)	SURVEY	5
3	Sunday, May 31, 2020	DISCUSSION: INTRODUCTIONS / LINKEDIN / TEXTBOOK (EXTRA CREDIT)	DISCUSSION	10
4	Monday, June 1, 2020	GOALS: WEEK 2 PROFILING YOUR ENTREPRENEUR	WEEK 2	POINTS
5	Sunday, June 7, 2020	SURVEY: Login & Complete to Avoid ABSENCE AND/OR WITHDRAWAL (EXTRA CREDIT)	SURVEY	5
6	Sunday, June 7, 2020	TEXT CH 1 The Challenge of Entrepreneurship	TEXTBOOK	Required
7	Sunday, June 7, 2020	ENTREPRENEUR PROFILES DRAFT 1	DISCUSSION	30
8	Monday, June 8, 2020	GOALS: WEEK 3 YOUR ENTREPRENEUR, YOURSELF	WEEK 3	POINTS
9	Sunday, June 14, 2020	TEXT CH 2 Inside the Entrepreneurial Mind	QUIZ CH 1 & 2	25
10	Sunday, June 14, 2020	ENTREPRENEUR PROFILES DRAFT 2	DISCUSSION	30
11	Monday, June 15, 2020	GOALS: WEEK 4 PROFILING YOUR NEW BUSINESS CONCEPT	WEEK 4	POINTS
12	Sunday, June 21, 2020	TEXT CH 3 Designing a Competitive Business Model & Strategic Plan	TEXTBOOK	Required
13	Sunday, June 21, 2020	NEW BUSINESS CONCEPT (NBC) DRAFT 1	DISCUSSION	30
14	Sunday, June 21, 2020	ENTREPRENEUR PROFILES DRAFT 3 FINAL	DOCUMENT DUE	120
15	Monday, June 22, 2020	GOALS: WEEK 5 INTRODUCTION TO FEASIBILITY ANALYSIS	WEEK 5	POINTS
16	Sunday, June 28, 2020	TEXT CH 4 Feasibility Analysis & A Winning Business Plan	QUIZ CH 3 & 4	25
17	Sunday, June 28, 2020	NEW BUSINESS CONCEPT (NBC) DRAFT 2 (LOCKIN)	DISCUSSION	30
18	Monday, June 29, 2020	GOALS: WEEK 6 IS YOUR NEW BUSINESS CONCEPT (NBC) FEASIBLE?	WEEK 6	POINTS
19	Sunday, July 5, 2020	TEXT CH 5 Forms of Business Ownership	TEXTBOOK	Required

20	Sunday, July 5, 2020	FEASIBILITY ANALYSIS DRAFT 1	DISCUSSION	30
21	Sunday, July 5, 2020	NEW BUSINESS CONCEPT (NBC) DRAFT 3 FINAL	DOCUMENT DUE	120
22	Monday, July 6, 2020	GOALS: WEEK 7 MAKING YOUR NEW BUSINESS CONCEPT (NBC) FEASIBLE	WEEK 7	POINTS
23	Sunday, July 12, 2020	TEXT CH 6 Franchising & the Entrepreneur	QUIZ CH 5 & 6	25
24	Sunday, July 12, 2020	FEASIBILITY ANALYSIS DRAFT 2	DISCUSSION	30
25	Monday, July 13, 2020	GOALS: WEEK 8 FINALIZING YOUR FEASIBILITY ANALYSIS	WEEK 9	POINTS
26	Sunday, July 19, 2020	TEXT CH 7 Buying an Existing Business	TEXTBOOK	Required
27	Sunday, July 19, 2020	TEXT CH 8 Building a Powerful Marketing Plan	QUIZ CH 7 & 8	25
28	Sunday, July 19, 2020	FEASIBILITY ANALYSIS DRAFT 3 FINAL	DOCUMENT DUE	120
29	Monday, July 20, 2020	GOALS: WEEK 9 YOUR BUSINESS PLAN & PRESENTATION	WEEK 10	POINTS
30	Sunday, July 26, 2020	TEXT CH 9 E-Commerce & the Entrepreneur	TEXTBOOK	Required
31	Sunday, July 26, 2020	TEXT CH 10 Pricing Strategies	QUIZ CH 9 & 10	25
32	Sunday, July 26, 2020	BUSINESS PLAN (WORD) AND PRESENTATION (POWERPOINT) DRAFT 1	DISCUSSION	30
33	Monday, July 27, 2020	GOALS: WEEK 10 YOUR BUSINESS PLAN PRESENTATION WITH VOICEOVER AUDIO NARRATION	WEEK 11	POINTS
34	Sunday, August 2, 2020	TEXT CH 11 Creating a Successful Business Plan	TEXTBOOK	Required
35	Sunday, August 2, 2020	TEXT CH 12 Managing Cash Flow	QUIZ CH 11 & 12	25
36	Sunday, August 2, 2020	BUSINESS PLAN (WORD) AND PRESENTATION (POWERPOINT + VOICEOVER AUDIO NARRATION) DRAFT 2	DISCUSSION	30
37	Monday, August 3, 2020	GOALS: WEEK 11 REVISING & IMPROVING YOUR BUSINESS PLAN & PRESENTATION	WEEK 12	POINTS
38	Sunday, August 9, 2020	TEXT CH 13 Sources of Financing: Debt & Equity	TEXTBOOK	Required
39	Sunday, August 9, 2020	TEXT CH 14 Choosing the Right Location & Layout	QUIZ CH 13 & 14	25
40	Sunday, August 9, 2020	BUSINESS PLAN (WORD) AND PRESENTATION (POWERPOINT + VOICEOVER AUDIO NARRATION) DRAFT 3	DISCUSSION	30
41	Monday, August 10, 2020	GOALS: WEEK 12 PUBLISHING YOUR BUSINESS PLAN PRESENTATION TO YOUTUBE	WEEK 13	POINTS
42	Sunday, August 16, 2020	TEXT CH 15 Global Opportunities	TEXTBOOK	Required
43	Sunday, August 16, 2020	TEXT CH 16 Building a Team & Management Succession	QUIZ CH 15 & 16	25
44	Sunday, August 16, 2020	PRESENTATION (POWERPOINT + VOICEOVER AUDIO NARRATION) DRAFT 4 PUBLISHED TO YOUTUBE	DISCUSSION	30
45	Monday, August 17, 2020	GOALS: WEEK 13 CATCH-UP: SUBMIT LATE WORK FROM WEEKS 6-11 FOR UPTO 50% POINTS	WEEK 15	POINTS
46	Sunday, August 23, 2020	SUBMIT ANY/ALL PAST DUE WORK FROM WEEKS 6 THROUGH 11	OPTIONAL	50%
47	Sunday, August 23, 2020	EARN UPTO 50% OF AVAILABLE POINTS FOR SUBMITTING LATE WORK	OPTIONAL	50%

48	Sunday, August 23, 2020	SEE SYLLABUS FOR LATE WORK RULES AND REQUIREMENTS	OPTIONAL	50%
49	Monday, August 24, 2020	GOALS: WEEK 14 FINALIZING YOUR BUSINESS PLAN PRESENTATION	WEEK 16 FINAL	POINTS
50	Sunday, August 30, 2020	BUSINESS PLAN PRESENTATION (POWERPOINT + VOICEOVER AUDIO NARRATION + YOUTUBE) FINAL	PRESENTATION DUE	120

\*\* Topics may or may not be covered during the exact week indicated above.