



ENTREPRENEURSHIP CERTIFICATE

PROFESSOR

Dr. Charles Cattermole, DBA possesses over eighteen years of experience teaching college/university students online and on campus. Mike has eighteen years of experience in the staff development industry as well as experience as an organizational development consultant.

CONTACT INFORMATION

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ONLINE SUPPORT (IT) AND MOODLE NAVIGATION:

All members of the Lakewood University community who use the University's computing, information or communication resources must act responsibly. Support is accessible by calling 1-800-517-0857 option 2 or by emailing info@lakewood.edu

BOOKS AND RESOURCES

Kuratko, Donald. Entrepreneurship: Theory, Process, Practice. 10th ed. South-Western Cengage Learning, 2017

EVALUATION METHOD

Graded work will receive a numeric score reflecting the quality of performance.

Course Requirement Summary

- Assignments - Total of 600 Points
- Tests – Total of 300 Points
- Forums – 320 Points
- Final Writing Project - 150 Points
- Final Exam – 50 Points

GRADING SCALE

Graded work will receive a numeric score reflecting the quality of performance as given above in evaluation methods. The maximum number of points a student may earn is 1420. To determine the final grade, the student's earned points are divided by 1420.

Your overall course grade will be determined according to the following scale:

A = (90% - 100%)
B = (80% - 89%)
C = (70% - 79%)
D = (60% - 69%)
F < (Below 60%)

ACADEMIC INTEGRITY/ PLAGIARISM:

Cheating (dishonestly taking the knowledge of another person whether on a test or an assignment and presenting it as your work) and plagiarism (to take and pass off as one's own the ideas or writing of another) are a serious issue. While it is legitimate to talk to others about your assignments and incorporate suggestions, do not let others "write" your assignments in the name of peer review or "borrow" sections or whole assignments written by others. We do get ideas from life experiences and what we read but be careful that you interpret these ideas and make them your own.

I am aware that many types of assignments are available on the internet and will check these sources when there is legitimate suspicion.

Penalty is a zero on the assignment. In cases where there is a major or continuous breach of trust, further discipline, such as an "F" in the course, may be necessary.

The major consequence of any form of cheating is damage to your character and the result of trust and respect.

DISABILITY ACCOMMODATIONS

Students who have a disability and wish to request an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. The student can request an accommodation at any time although it is encouraged to do so early in the enrollment process. The student should complete an accommodation request form which begins a conversation between the school and the student regarding the nature of their disability and an accommodation that would help the student succeed in their program. The school may request documentation regarding the disability to address the accommodation request effectively. The school will communicate to the student the type of accommodation arranged. This process typically follows a team approach, bringing together persons from the academic department (including the instructor) and personnel from other departments as necessary. Additional information on disability accommodations may be found in the Lakewood University Catalog.

Disability Services Email: disabilityservices@lakewood.edu

SUPPLEMENTAL TEXTS

You can use the following resources to assist you with proper source citation.

American Psychological Association Style Guide- https://www.mylakewoodu.com/pluginfile.php/118179/mod_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf

The Purdue OWL website is also a helpful resource for students. Here is a link to the OWL website: https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html

LIBRARY

Mary O'Dell is the Librarian on staff at Lakewood University

She is available by appointment. You can make an appointment with her by emailing her at modell@lakewood.edu or call at 1-800-517-0857 X 730

You may also schedule a meeting at this link: <https://my.setmore.com/calendar#monthly/r3a761583354923270/01032020>

She can assist you with navigating LIRN, research, citations etc.

SUPPORT

Each student at Lakewood University is assigned a Success Coach. Your Success Coach exists to assist you with academic and supportive services as you navigate your program. They will reach out to you, often, to check-in. Please use the resources they offer.

Student Services is available to assist with technical questions regarding Lakewood University and all services available to you.

1-800-517-0857 option 2
info@lakewood.edu
studentservices@lakewood.edu

CAREER SERVICES

Students are offered Career Services at any point as they journey their academics at Lakewood University.

1-800-517-0857 option 2
careerservices@lakewood.edu

LESSONS

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #1	The Idea - Part One	<ol style="list-style-type: none">1. Upload the results from the DISC Assessment from your Orientation Course2. Read Syllabus3. Read Chapter 1 of Entrepreneurship: Theory, Process, Practice. 10th ed.4. View Live or Recorded Lecture5. Complete Discussion Forum 16. Complete Assignment 17. Chapter 1-Test8. Lesson Evaluation		Objective 1
TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #2	The Idea Part Two	<ul style="list-style-type: none">• Read Syllabus• Read Chapter 2 of Entrepreneurship: Theory, Process, Practice. 10th ed.• View Live or Recorded Lecture• Complete Discussion Forum 2• Complete Assignment 2• Chapter 2-Test• Lesson Evaluation		Objective 2
TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #3	Why a Domain?	<ol style="list-style-type: none">1. Read Chapter 3 of Entrepreneurship: Theory, Process, Practice. 10th ed.2. View Live or Recorded Lecture3. Complete Discussion Forum 34. Complete Assignment 35. Chapter 3-Test		Objective 4

6. Lesson Evaluation

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #4	To LLC or not to LLC?	<ul style="list-style-type: none"> Read Chapter 4 of Entrepreneurship: Theory, Process, Practice. 10th ed. View Recorded Lecture Complete Discussion Forum Complete Assignment 4 Chapter 4-Test Lesson Evaluation 		Objective 3
TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #5	Innovation	<ul style="list-style-type: none"> Read Syllabus Read Chapter 5 of Entrepreneurship: Theory, Process, Practice. 10th ed. View Recorded Lecture Complete Discussion Forum 5 Complete Assignment Chapter 5-Test Lesson Evaluation 		Objective 3
TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #6	Risk Assessment and Insurance	<ol style="list-style-type: none"> Read Syllabus Read Chapter 6 of Entrepreneurship: Theory, Process, Practice. 10th ed. View Live or Recorded Lecture Complete Discussion Forum 6 Complete Assignment 6 View PowerPoint Video Chapter 6-Test Lesson Evaluation 		Objective 6
TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #7	Risk Assessment Continued, Business Practices	<ol style="list-style-type: none"> Read Syllabus Read Chapter 7 of Entrepreneurship: Theory, Process, Practice. 10th ed. View Recorded Lecture Complete Discussion Forum 7 Complete Assignment Chapter 7-Test Lesson Evaluation 		Objective 5
TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #8	Risk Management and Capstone	<ol style="list-style-type: none"> Read Syllabus Read Chapter 8 of Entrepreneurship: Theory, Process, Practice. 10th ed. View Live or Recorded Lecture Complete Discussion Forum 8 Complete Assignment 8 View PowerPoint Video Chapter 8-Test Lesson Evaluation 		Objective 6
TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #9		<ol style="list-style-type: none"> Read Syllabus 		Objective 7

Copyrights vs. Trademarks
Part One

2. Read Chapter 9 of Entrepreneurship: Theory, Process, Practice. 10th ed.
3. View Live or Recorded Lecture
4. Complete Discussion Forum 9
5. Complete Assignment 9
6. View PowerPoint Video
7. Chapter 9-Test
8. Lesson Evaluation

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #10	Copyrights vs Trademarks Part Two	<ol style="list-style-type: none">1. Read Syllabus2. Read Chapter 10 of Entrepreneurship: Theory, Process, Practice. 10th ed.3. View Recorded Lecture4. Complete Discussion Forum 105. Complete Assignment 106. Chapter 10-Test7. Lesson Evaluation		Objective 8

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #11	Financial Preparation	<ol style="list-style-type: none">1. Read Syllabus2. Read Chapter 11 of Entrepreneurship: Theory, Process, Practice. 10th ed.3. Recorded Lecture4. Complete Discussion Forum 115. Complete Assignment6. Chapter 11-Test7. Lesson Evaluation		Objective 6 Objective 3

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	OBJECTIVES
Lesson #12	Financial Preparation Part Two	<ol style="list-style-type: none">1. Read Syllabus2. Read Chapter 12 of Entrepreneurship: Theory, Process, Practice. 10th ed.3. Recorded Lecture4. Complete Discussion Forum 125. Complete Assignment6. Chapter 12-Test7. Lesson Evaluation	Objective 6 Objective 7

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	OBJECTIVES
Lesson #13	Managing Growth	<ol style="list-style-type: none">1. Read Syllabus2. Read Chapter 13 of Entrepreneurship: Theory, Process, Practice. 10th ed.3. Recorded Lecture4. Complete Discussion Forum 135. Complete Assignment6. Chapter 13-Test7. Lesson Evaluation	Objective 7 Objective 8

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	OBJECTIVES
Lesson #14	Continuous Growth and Reflection	<p>Read Chapter 14 Power Point Complete Forum "Marketing you" Complete assignment "The mock interview; why you?" Test Chapter 14 Lesson Evaluation</p>	Objective 8 Objective 9

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	OBJECTIVES
Lesson #15	What Is Your Brand?	<ol style="list-style-type: none"> 1. Read Syllabus 2. Read Chapter 15 of Entrepreneurship: Theory, Process, Practice. 10th ed. 3. Recorded Lecture 4. Complete Assignment 5. Chapter 15-Test 6. Lesson Evaluation 	Objective 8
TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	OBJECTIVES
Lesson #16	Capstone Project and Reflection	Submit Capstone Project Complete Discussion Forum	Objective 10

DESCRIPTION

Becoming a successful entrepreneur has everything to do with knowing who you are, finding your niche, studying the market you want to impact, identifying the need and, filling that need better than anyone before or since. The Entrepreneurship Certificate will educate students on all of these elements through a combination of lectures, online videos, simulation experiences, and much more.

OBJECTIVES

1. Acquire a foundational understanding of entrepreneurship to understand its nature and scope.
2. Develop personal traits/behaviors to foster successful entrepreneurial performance.
3. Acquire knowledge of business ownership to establish and continue business operations.
4. Develop branding strategies for business.
5. Reinforce service orientation through communication.
6. Identify the impact of small business/entrepreneurship on market economies.
7. Analyze cost/profit relationships to guide business decision making.
8. Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures.
9. Understand marketing's role and function in entrepreneurial undertakings.
10. Acquire a foundational knowledge of promotion to understand its nature and scope.