

ENTR 102 Technologies for the Entrepreneur

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Fall 2009 - TTh 8:00am (HAL 214)

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ABSTRACT:

An introduction to technology of the entrepreneur with an emphasis on applications of computer technology in entrepreneurship. Technologies surveyed are applied by means of individual and group projects integrated within ENTR 101.

COURSE DESCRIPTION:

Integrated assignments teach students how do use technology including personal information manager (Outlook 2007); spreadsheet (Excel 2007); virtual meetings & presentation (PowerPoint, DyKnow & Skype); document creation (Word 2007); sharing, collaboration and evaluation via a social network (www.ning.com); assessing appropriate use of technology, evaluating Internet sources; balancing bibliography & resources, , and appropriate use of tools for research, writing, and reporting. Students will begin development of their professional network using current social networking technology.

Core competencies addressed: #5 Enterprise management; Information management – Acquisition, Management, Analysis. #7 Communications and interpersonal skills – Understands concepts, strategies, and systems needed to interact effectively with others; Business writing and presentation; Group/team work; Conflict management and resolution. #8 Computer and information literacy skills – Understands concepts and procedures needed for basic computer operations; Business computer applications; Internet research; Internet marketing and communication.

COURSE OUTCOMES

Upon complete of the course, students will have demonstrated an understanding of:

- Professional digital communications.

Assessment: Assignment and peer evaluation of proficiency of Microsoft Outlook.

- The development of group project on a given subject presented remotely to the class.

Assessment: Project presentation by means of Skype.

- The development of collaborative documents within a group context.

Assessment: Assignment in class and within the group requiring document creation

by group members using Google Docs.

- Information Literacy for the business entrepreneur.

Assessment: Presentation topic research: annotated bibliography, topic outline, final presentation.

- The implications of recent trends in social networking on the vitality and viability of an entrepreneurial venture.

Assessment: exam, homework, project

Textbook:

None; your reading is based upon online Internet resources.

METHODS:

- Lectures, questions and answers, examples.
- Hands-on lab activities/assignments
- Projects (using Microsoft Office 2007, Ning social network, Google Docs, Skype, and others as needed.)
- Online tutorials (Computer-Assisted Instruction, CAI)
- Web-based learning management system: <https://my.gcc.edu>
- Group work and research.

PREREQUISITES:

Willingness to acquire knowledge of the GCC networking environment.

SOFTWARE & NETWORK RESOURCES:

- College licensed software: [\\info\software](#) (UNC); MS Office (<http://info/softdocs/> (URL)
- Course Management System: <https://my.gcc.edu>
- [Google Docs: http://docs.google.com](http://docs.google.com)
- Snippet Tool : Microsoft Experience Pack -- for TabletPCs. You should have it already. [If not, install the Experience Pack found here.](#)
- Class Folder** on College Intranet: [\\ed\courses\Comp\Jenny\Comp204AB](#) (UNC, filer server address)

Grading

GRADING SCALE:		
	A	93 and up.
1. EXAMS Exam 40% of grade.	A-	90-92
2. QUIZZES 20% of grade.	B+	88-89
3. ASSIGNMENTS 40% of grade.	B	83-87
	B-	80-82
	etc.	

COURSE POLICIES

Student Conduct In Class Policy

Any acts of classroom disruption that go beyond the normal rights of students to question and discuss with instructors the educational process relative to subject content will not be tolerated.

Electronic Devices In Class Policy

Cellular phones, pagers, CD players, radios, and similar devices are prohibited in the classroom. Calculators and computers are prohibited during examinations and quizzes, unless specified. Laptop computers may be used in lecture for the purpose of taking notes and hands-on activities.

Classroom Computer Use Policy

Students are welcome to use their computers for note-taking or other class-relevant activities. However, students are to adhere to the following rules:

- The student computer should NOT be connected to the network (wireless or hardwire) unless instructor-initiated classroom activities require the network.
- Computer use must be for note-taking or other class-relevant activities.
- Use of the computer must be subtle and non-distracting to classmates and the instructor.

Inappropriate use of a computer in the classroom may be viewed as disrespectful to the instructor and may be distracting to other students. Examples (not a comprehensive list) of inappropriate activities include:

- E-mailing
- Instant Messaging
- Surfing the Web
- Working on projects/assignments for other classes (or the current class unless directed to do so by the instructor)
- Playing games
- Listening to music

Judgment as to the appropriateness of student computer use is at the discretion of the instructor. The consequences for violating of this policy are also at the discretion of the instructor. Ask about "HANDS-UP Procedure!"

Honesty in Learning Policy

Students are expected to uphold the school's standard of conduct relating to academic honesty. Students assume full responsibility for the content and integrity of the academic work they submit. The guiding principle of academic integrity shall be that a student's submitted work, examinations, reports, and projects must be that of the student's own work. Students shall be guilty of violating the standard of conduct if they:

- Represent the work of others as their own.
- Use or obtain unauthorized assistance in any academic work.
- Give unauthorized assistance to other students.
- 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 meet with the instructor to discuss the situation.

Please note: In signing their application form, all Grove City College students have pledged themselves to academic integrity. (cf. page 49 of the 2009-2010 Grove City College Bulletin). In addition, by vote of the Grove City College faculty, a student who violates, or who assists another to violate, the Honesty in Learning Policy shall be penalized with a minimum of a failing grade for the specific work for which the dishonesty was committed. More severe penalties may be imposed by faculty including failure in the course. For the processes through which incidents are handled please refer to your Crimson, the 2009-2010 College Bulletin, or the Academic Integrity link on mygcc.

The Bulletin's link is: http://www.gcc.edu/College_Catalog_2009.php
 The Crimson's Link is: <http://www.gcc.edu/UserFiles/File/Student%20Life/Crimson-0910.pdf>

For this class, it is permissible to assist classmates in general discussions of computing techniques. General advice and interaction are encouraged. Each person, however, must develop his or her own solutions to the assigned projects, assignments, and tasks. In other words, students may not "work together" on graded assignments. Such collaboration constitutes cheating. A student may not use or copy (by any means) another's work (or portions of it) and represent it as his/her own. If you need explicit help on an assignment, contact your instructor, not other classmates.

NOTE:

- It is assumed that all assignments must be completed in order to pass the course.
- Late assignments may not be accepted. Each missing homework will receive a zero. Missing assignments negatively affect borderline final grades.
- The right to give announced or unannounced quizzes is reserved.
- All work is to be your own. Group work is not permitted unless explicitly assigned as such. Everyone will adhere to the "Honesty in Learning" policy as given in the Grove City College Bulletin, and The Crimson Student Handbook.
- All work handed in physically is to be typed unless specified otherwise. Place your name in a header on each document. All assignments are to have a cover page with name, box number, class, assignment and date submitted in the lower right hand corner of the cover page.
- The use (or possession) of former examinations from this course in preparing for tests is considered a violation of the GCC Honesty in Learning Policy as stated in the College Bulletin.
- Men: no hats in class.

ATTENDANCE:

Attendance is required. Tests and quizzes missed due to unexcused absences cannot be made up and will adversely affect your grade. Note dates of exams now.

As stated in the Bulletin, final exams must be administered according to the time scheduled by the Registrar's office, and cannot be changed to suit the convenience of the student. It is your responsibility to schedule your travel and work plans accordingly. Students with a Provost's excused absence will receive permission to reschedule their final exam. In addition, any student who has three exams scheduled on a given day may request permission from the Dean of the school of the student first major to reschedule one exam; however, the Dean is not required to grant such a request.

----- TENTATIVE SCHEDULE -----

(This schedule may be changed at the discretion of the instructor to better meet the needs of this course.)

Week:	Date:	Day:	Topic & Comments	Student Class Preparation	Links	Assignment	Class emphasis
Week 1	1-Sep	Tuesday	Intro to the class; Intro to Ning, & Intro to OneNote	OneNote Overview	http://office.microsoft.com/en-us/onenote/HA101656661033.aspx	Nothing formal.	Intro to class, review of Syllabus Website, Ning site, highlights of OneNote.
			Ning Social Network: Technologies for the Entrepreneur	Entrepreneur Tech;	http://entrepreneurtch.ning.com/	Complete your profile	
			OneNote	Top Ten Reasons to Try OneNote (Optional)	http://office.microsoft.com/en-us/onenote/HA101650251033.aspx	Nothing formal.	

		OneNote	OneNote in Action (Demo)	http://office.microsoft.com/en-us/onenote/HA101672671033.aspx	Nothing formal.		
			OneNote Courses: <i>Get to Know OneNote 2007; Use note tags and search to keep track of your notes</i>	http://office.microsoft.com/en-us/training/CR102641231033.aspx	Nothing formal.		
	3-Sep	Thursday	Snipping tool, Outlook	Training Roadmap for Outlook	http://office.microsoft.com/en-us/training/HA102188671033.aspx	Create a Gmail email account; Use your network name for your Gmail account; demonstrate Outlook proficiency via Peer review of Outlook Environment.	In Outlook, enter your schedule; enable Outlook Today; Create your signature with full contact information; Add contacts; Create a distribution list; Create folders for emails; Enable BCC; Create an Out of Office message for future use.
Week 2	8-Sep	Tuesday	Word, Google Docs	Create a Google gmail account	http://mail.google.com/	Format a document;	
				What are your Word weaknesses?	http://office.microsoft.com/en-us/training/CR100654561033.aspx		
				Examine Google Docs	http://docs.google.com/	round-robin on a PowerPoint document	Share Google Docs
				Google Docs Tour	http://www.google.com/google-ds/intl/en/tour1.html		
	10-Sep	Thursday	Spreadsheets & Excel	Up to Speed with Excel	http://office.microsoft.com/training/training.aspx?AssetID=RC100620751033	Prepare business documents	
				Get to Know Excel 2007: Create your first Workbook	http://office.microsoft.com/training/training.aspx?AssetID=RC100766511033		
				Get to Know Excel 2007: Enter Formulas	http://office.microsoft.com/training/training.aspx?AssetID=RC100745681033		Format grades for Gradebook; Modify Balance Sheet; CashFlow Statement; Income statement.
				Excel Training Courses	http://office.microsoft.com/en-us/training/CR100479681033.aspx		
				Charts I: How to create a chart in Excel 2007	http://office.microsoft.com/training/training.aspx?AssetID=RC101757361033		
Week 3	15-Sep	Tuesday	PowerPoint	Roadmap to PowerPoint Training: 1-7,9 (some videos; not sure of performance over Internet.)	http://office.microsoft.com/en-us/training/HA102184981033.aspx	Google Docs	Lecture/demonstration: Controlling PowerPoint Animations; setup window, Google Docs
	17-Sep	Thursday	Labs on various documents			Format a given PowerPoint	Modify Office documents
Week 4	22-Sep	Tuesday	Internet and research - Librarians			Research/Presentation	Visit by Library staff; criteria for evaluating a Website
	24-Sep	Thursday	Skype, Webcams, microphones	Create a Skype account		Blog your experience; what other tools are available?	Meet virtually
Week 5	29-Sep	Tuesday	Social Networking for Entrepreneurs	How are FB, Myspace, Twitter, Inlink being used by businesses?		Group work -- share what you've learned	Group work; organize presentation
	1-Oct	Thursday	Virtual Meetings	Practice, test, document presentation		Remote presentation to class	Group presentation
Week 6	6-Oct	Tuesday	Comprehensive online exam				
	8-Oct	Thursday	cont: objective and practical				

Websites, tips, resources, nuggets & jewels:

- Ning Social Network <http://entrepreneurtech.ning.com/> Attempts to offer one-stop shopping for the class.
- GCC Intranet folder for the class: <\\ed\courses\Comp\Jenny\ENTR102TechForEntrepreneurs>
- Buhl Library: <http://hbl.gcc.edu/>
- <http://www.metacrawler.com> a meta-search engine. Includes Google, Yahoo, MSN Search, and ASK!
- <http://www.dogpile.com/> Another meta-search engine, yet different. Includes Google, Yahoo, bing, and Ask.
- OneNote: <http://office.microsoft.com/en-us/onenote/HA101656661033.aspx>
- Outlook: <http://office.microsoft.com/en-us/training/HA102188671033.aspx>
- Word: <http://office.microsoft.com/en-us/training/CR100654561033.aspx>
- Google Docs Tour: <http://www.google.com/google-d-s/intl/en/tour1.html>
- Excel: <http://office.microsoft.com/en-us/training/CR100479681033.aspx>
- PowerPoint: <http://office.microsoft.com/en-us/training/HA102184981033.aspx>

