

RTM 304 – ENTREPRENERIAL VENTURES IN RECREATION & HUMAN SERVICES

Recreation & Tourism Management Department
California State University, Northridge

Semester	Class #	Day/Time	Location	Class Dates
Fall 2008	16778	Thursdays 4:00pm – 6:45pm	Redwood Hall, Room 155	08/28/08 – 12/04/08

Instructor: Wendy Phelps, M.A., Part Time Faculty
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If you leave a message for me at the above phone number, send me a fax or put something in my mailbox, please also send me an email so that I can make a point of checking my mailbox the next day I am on campus. Email is the best way to communicate with me. I check my email daily and typically respond within 24 hours.

Office Hours: Thursdays from 2:45pm – 3:45pm at the Freudian Sip in the University Student Union.
Alternative days/times can be arranged via email.

COURSE DESCRIPTION:

An analysis of approaches and techniques necessary to initiate an entrepreneurial start-up in the recreation field. Topics to be addressed include the nature of entrepreneurialism, development of a business plan, organization of the business, financial management, and operations management and computer applications.

METHODS OF INSTRUCTION:

The class will use a combination of discussions, lectures, experiential learning strategies and readings. Central to the course design is identification, practice, and mastery of entrepreneurial skills. Most class sessions will provide an experiential learning experience. Active participation is required.

REQUIRED TEXT:

Pakroo, P.H. (2008). *Small Business Start Up Kit for California* (7th ed.). Nolo Small Business Essentials. ISBN-13: 978-1-4133-0758-0 and ISBN-10: 1-4133-0758-2
Matador Bookstore: New \$29.99, used \$22.50
Also available online at www.nolo.com for \$19.99 + \$6 shipping/handling

+ One book from the attached list selected via lottery for each student the first few weeks of class.

Additional handouts will be provided or made available for download and printing online.

COURSE OBJECTIVES:

At the conclusion of the course the *successful* student will be able to:

1. Discuss the current research on entrepreneurship
2. Identify and describe market orientation
3. Competently assess the feasibility of an enterprise
4. Describe the different types of business organizations and the risks and benefits of each
5. Discuss alternative sources of financing
6. Design a business plan
7. Develop financial reports, including financial forecasting and cost analysis
8. Discuss taxation and payroll management for the small business
9. Understand the importance of risk management and liability
10. Utilize computer software to aid in the development and maintenance of the venture

COURSE EXPECTATIONS:

Academic Honesty:

- ✓ Every member of the academic community at California State University, Northridge is expected to act with honesty and trustworthiness. In this course and all others, acts of cheating, plagiarism, misrepresentation, or other forms of dishonesty are not tolerated. Student academic dishonesty will result in penalties ranging from a failing grade on the assignment to a failing grade in the course, to referral to the Office of Student Affairs for a determination of suspension or dismissal from the University, as described in the University Catalog.
- ✓ If you believe that another member of the class has participated in acts of cheating, plagiarism, misrepresentation, or other forms of dishonesty it is expected that you will bring it to my attention.

Appropriate Use of Campus Resources:

- ✓ If you are not mastering course material to your satisfaction or are experiencing circumstances in your life that are impeding your ability to come to class or complete assignments as outlined, please talk with me as soon as possible. There are a number of things I can suggest to help you; however, the suggestions will be less helpful after a problem has become a crisis. The end of the semester is too late to take action to bring up a grade.
- ✓ If you are a student with a disability and wish to request accommodations, please contact the Center on Disabilities located in Bayramian Hall 110 (formerly Student Services Building) or call (818) 677-2684 for an appointment. Any information regarding your disability will remain confidential. Because many accommodations require early planning, requests for accommodations should be made by the second full week of class. Please contact me via phone or email and I would be happy to discuss the necessary steps to make this an effective learning environment for you.

Attendance:

- ✓ Your being in this class matters. It matters to me and it matters to your fellow students.
- ✓ Ideally, you will attend each full class session. Our time together in class is valuable and if you are absent, your absence alters the class dynamics. If you make the decision to miss a class, you are missing an integral part of the course as most classes include interactive exercises. If you miss a class, arrive late or leave early, please connect with a classmate to discover all that you have missed. If after reaching out to your classmates, something remains unclear please see me. Role will be taken at each class session via a sign in sheet, you are responsible for ensuring that you sign in each class session.
- ✓ If you are a member of one of our Matador Athletic Teams and are going to miss class because of on campus or away games, please provide me with a letter from your coach so that your time away from class does not negatively impact your grade. Please also make arrangements with me ahead of time if any of your assignments is due while you will be away.
- ✓ If any religious holidays that you or your family observe fall on days that our class is scheduled to meet, please let me know ahead of time so that your time away from class does not negatively impact your grade. Please also make arrangements with me ahead of time if any of your assignments is due while you will be observing a religious holiday.

Participation:

- ✓ Your participation in this class matters. It matters to me and it matters to your fellow students. I believe that we are all students and teachers. You have something unique to offer the class – YOU! Only you have all of the hopes, dreams, perspectives and experiences that you have – and it is those things that we will draw upon as we explore entrepreneurialism. Your unique perspectives will help to breathe life into this curriculum. Therefore it is important that you not only show up, but actively engage in each class session.
- ✓ I value communication as a leadership quality. Therefore, if you are going to miss class, I would like to know ahead of time, via email. Absences for students who take the time to communicate what is going on for them will be considered differently than those of students I do not hear from.

Assignments:

- ✓ Assignments are due on or before the designated time and date.
- ✓ Correct grammar, spelling and composition are basic class expectations. Full credit will not be given for work submitted that does not meet these criteria. The Learning Resource Center is a free on campus resource if you need assistance with your writing skills. It is located in Bayramian Hall 408 (formerly Student Services Building). The phone number is (818) 677-2033 and the web site is <http://www.csun.edu/lrc/>
- ✓ Assignments turned in outside of class, before or after the due date, should be handed directly to the instructor, or placed in an envelope with the name of the instructor and given to a staff member at the Recreation & Tourism Management Office, Redwood Hall 250, to be date stamped and placed in the instructor's mailbox.
- ✓ I suggest that you retain copies of your work until a final grade is received for the course.
- ✓ Make-up assignments *may* be allowed only when arrangements have been made prior to the assignment due date. If you anticipate a problem with your ability to complete an assignment on time, please email me as soon as you realize that is the case. The decision to allow make-up assignments will be made on an individual basis.

Technology:

- ✓ Each student is expected to secure a CSUN email account and check it regularly. All emails related to the class will be sent only to CSUN email addresses. Students can forward emails from their CSUN account to another email address.
- ✓ Technology is a wonderful thing...except when it gets in the way of our connectedness. Please silence or turn off your cell phone and anything else that you carry with you that makes noise as soon as you enter the classroom.
- ✓ It is expected that you will not be on the phone/texting during class or leave class to take a call unless there is an actual emergency. We are together for less than three hours a week, and we need all the time we have to cover the curriculum. Also, the success of this class requires everyone's attention and participation, therefore limiting distractions will assist us in getting the most out of this shared experience.
- ✓ Technology is a wonderful thing...except when it fails you. Please plan ahead. Expect that the printer, the toner, the paper, the hardware, the software, the server, the electricity and so on – will crash, break, or otherwise make it impossible for you to complete your assignment – especially when you wait until the last minute. Computer labs are available throughout the campus, several offer free printing.

Appropriate Classroom Etiquette:

- ✓ This class starts at 4:00pm and ends at 6:45pm. It is important that you arrive on time, return from breaks on time and stay until the end of class. Together we can make the most of the time we share each week.
- ✓ Every person in this class deserves your respect. We are all here to learn. Including me. As we move through the semester, you may not always agree with what is being shared. In such cases, please make a point of disagreeing with what is being said without attacking the person who said it. Learning how to give and receive constructive feedback is an effective skill set – especially when it comes to running a business. It is also a skill that takes practice, so as necessary, I will ask you to rephrase your opinion or observation in a more constructive way.
- ✓ This class meets from 4:00pm – 6:45pm. You need to eat. I realize that this class may be sandwiched between other classes or other commitments you have. I understand if you need to quietly eat something during class. I hope that you will understand that I am trying to teach a class, that by its nature, requires extensive class participation. So as you take care of your needs, please also be cognizant of the class and avoid having your lunch take the focus away from the activities of our time together.
- ✓ I like to make eye contact and acknowledge students in class, therefore please take off your sunglasses upon entering the classroom.
- ✓ Use of tobacco products in the classroom and university buildings is prohibited. Students attending class under the influence of drugs or alcohol, or being disruptive during class will be removed from class.
- ✓ Please take all trash with you when you leave the classroom.
- ✓ If we have moved the desks around to accommodate a group activity, please help to put the desks back in order so that the classroom is ready for the next class.

LEARNING OPPORTUNITIES:

Changes in the course schedule may be necessary to best achieve the desired outcomes for the course. All changes will be announced in class. You are responsible for information and announcements provided in class.

Attendance & Active Participation

Points: 25

Regular attendance for the entire class session, preparation and active participation are requirements for the class and will enhance your learning experience. Arriving late to class, leaving early, or lack of active participation during class will adversely impact this facet of your final grade. A sign in sheet will be passed around at each class session. It is your responsibility to ensure that you sign in for each class session that you attend.

Our class meets 15 times over the course of the semester. I allow for two “freebie” absences over the course of the semester. Beyond that, your grade will be adversely impacted by missing class. Again, I value communication as a leadership quality. Therefore, if you are going to miss class, I would like to know ahead of time, via email. Absences for students who take the time to communicate what is going on for them will be considered differently than those of students I do not hear from.

If you choose to miss a class, you are responsible for ensuring that you turn in any related assignments when (or before) they are due and for remaining current with the course curriculum and information being provided in class.

Informational Interview Assignment

Points: 25

Students will conduct an Informational Interview (over the phone or in person) with a business owner and write a two page paper reflecting the insights gained from the conversation. A lecture on Informational Interviews as well as a form to use will be provided to assist with this process. Start thinking about what kind of business you would be most interested in gaining insight into. The business owner can be a family member, friend or someone you do not know – but they do need to own a revenue-generating business. No cover sheet is needed, simply include the following in the top right hand corner of each page: Your name, RTM 304, F08 and the date. **This assignment is due at the beginning of class on Thursday, September 18th, 2008.**

RTM 304 – Informational Interview Assignment Scoring Sheet

For this assignment, I will award a total of five (5) possible points for each of the areas listed below

1. Covered all of the areas outlined in the worksheet	Yes	No	Partial		___/5 points awarded
2. Provided relevant comments throughout the worksheet	Yes	No	Partial		___/5 points awarded
3. Articulated key findings and lessons learned	Yes	No	Partial		___/5 points awarded
4. Drew conclusions based on career path being pursued	Yes	No	Partial		___/5 points awarded
5. Grammar/Spelling	+	✓	-		___/5 points awarded

TOTAL POINTS AWARDED | ___/25 points

Secret Shopper Experience

Points: 25

Companies often hire Secret Shoppers to assess their service delivery and determine how to better serve their customers. For this assignment, students will visit a retail operation of their choosing and conduct a Secret Shopper Analysis of the service they receive. A lecture on customer service as well as a form to use will be provided to assist with this process. Start thinking about what kind of business would be most interesting for you to visit and observe. No cover sheet is needed, simply include the following in the top right hand corner of each page: Your name, RTM 304, F08 and the date. **This assignment is due at the beginning of class on Thursday, October 14th, 2008.**

RTM 304 –Secret Shopper Scoring Sheet

For this assignment, I will award a total of five (5) possible points for each of the areas listed below

1. Discussed all of the areas outlined in the worksheet	Yes	No	Partial		___/5 points awarded
2. Provided relevant comments throughout the worksheet	Yes	No	Partial		___/5 points awarded
3. Articulated specific areas for improvement	Yes	No	Partial		___/5 points awarded
4. Provided overall assessment	Yes	No	Partial		___/5 points awarded
5. Grammar/Spelling	+	✓	-		___/5 points awarded

TOTAL POINTS AWARDED | ___/25 points

Book Review & Report

Points: 25

Student names will be drawn and paired with a business book using a lottery system. The student will borrow or purchase and read their assigned book and then write an two-page executive summary noting the title, author, key points and application to the recreation field. Each student will submit 60+/-copies of their executive summary so that when the assignment is complete, each member of the class will possess executive summary on 60+/- top business books. No cover sheet is needed, simply include the following in the top right hand corner of each page: Your name, RTM 304, F08 and the date. **This assignment is due at the beginning of class on Thursday, November 13th, 2008.**

See list of books at the end of the syllabus.

RTM 304 –Book Review & Report Scoring Sheet

Section I: Followed Directions

Two full pages	Yes	No	Partial		___/2 points awarded
Reasonable margins/font size	Yes	No	Partial		___/2 points awarded
Intro, body & conclusion	Yes	No	Partial		___/2 points awarded
Grammar/Spelling	+	✓	-		___/2 points awarded
Book Title and Author	Yes	No	Partial		___/2 points awarded

Section II: Included Required Content

Key Points	Yes	No	Partial		___/8 points awarded
Application within Recreation	Yes	No	Partial		___/7 points awarded

TOTAL POINTS AWARDED | ___/25 points

Final Exam

There is no Final Exam for RTM 304. However I will be available during the time our Final Exam is scheduled (Thursday, December 11th, 2008 from 5:30pm – 7:30pm) in the University Student Union Freudian Sip should you want to meet with me.

Extra Credit

There are two ways to receive extra credit in this course. Both of which are due by: **Thursday, December 4th, 2008** (the last day of class). It is a good idea to complete one or both of the extra credit assignments if by the end of the semester: You missed several classes, you did not get as high of a grade as you desired on one or more assignments or you submitted one or more assignments late or incomplete.

1. Attend a Leadership Institute/Short Course/Life Skills Institute Workshop on campus and write a two page reflection paper on what you learned and how it applies to this class. I will bring brochures for these programs to class as soon as they are available.
2. Provide a five minute presentation on your Book Review & Report in class highlighting key points and how they relate to the Recreation Field. *Presentations will be held on Thursday, December 4th.*

Extra Credit does not replace grades for other assignments. Extra credit is used to determine the most appropriate grade to give a student when they are between two grades.

Although the assignments for this class are primarily reflective in nature and do not require extensive hours of research in the library, they require your dedicated time and attention as well as your ability to effectively analyze information, synthesize information and think critically. In short, these assignments cannot be thrown together at the last minute. They take the time. Let these assignments serve as opportunities for you to better understand the many factors involved with running an effective business.

GRADING:

Active Participation and Attendance	25 (25%)
Informational Interview Assignment	25 (25%)
Secret Shopper Experience	25 (25%)
<u>Book Review & Report</u>	<u>25 (25%)</u>
Total	100 (100%)

Important note:

For students who have become RTM Majors starting in Fall 2008, the RTM Department requires a grade of "C" or better in the core classes. RTM 304 is a core class. A grade of C- or lower will require the student to repeat the class in order to graduate. Please do not create this circumstance for yourself!

GRADING SCALE:

The CSU, Northridge standard for grading is as follows:

A	96 – 100	B-	81 – 83	D+	67 - 70
A-	91 – 95	C+	77 - 80	D	64 – 66
B+	87 – 90	C	74 – 76	D-	61 - 63
B	84 – 86	C-	71 – 73	F	Under 60

I look forward to the coming semester and all of the possibilities it has in store for us!

The following list of books will be used for the Book Review & Report lottery. You will be responsible for securing a copy of your assigned book. Most books should be available through the Oviatt Library or the Los Angeles Public Library. Used copies are likely also available on www.amazon.com. You can read and/or listen to the book you are assigned.

- ☞ A Complaint Free World: How to Stop Complaining and Start Enjoying the Life You Always Wanted by Will Bowen (\$24.95)
- ☞ A New Earth: Awakening to Your Life's Purpose by Eckhart Tolle (\$14.00)
- ☞ Alexander and the Terrible, Horrible, No Good, Very Bad Day by Judith Viorst and Ray Cruz (\$7.99)
- ☞ Blink: The Power of Thinking Without Thinking by Malcolm Gladwell (\$15.99)
- ☞ Cesar's Way: The Natural, Everyday Guide to Understanding and Correcting Common Dog Problems by Cesar Millan and Melissa Jo Peltier (\$13.95)
- ☞ Click Here to Order: The Stories of the Worlds Most Successful Internet Marketing Entrepreneurs by Joel Comm (\$17.95)
- ☞ Comfortable with Uncertainty: 108 Teachings on Cultivating Fearlessness and Compassion by Pema Chodron (\$18.95)
- ☞ Creativity in Business by Michael Ray (\$14.95)
- ☞ Crucial Confrontations by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler (\$16.95)
- ☞ Crucial Conversations: Tools for Talking When Stakes are High by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler (\$16.95)
- ☞ First, Break All the Rules: What the World's Greatest Managers Do Differently by Marcus Buckingham and Curt Coffman (\$30.00)
- ☞ Flipping the Switch...: Unleash the Power of Personal Accountability Using the QBQ! by John G. Miller (\$19.95)
- ☞ Getting Things Done: The Art of Stress-Free Productivity by David Allen (\$14.00)
- ☞ Horse Sense for People by Monty Roberts (\$15.00)
- ☞ How the Way We Talk Can Change the Way We Work: Seven Languages for Transformation by Robert Kegan and Lisa Laskow Lahey (\$19.95)
- ☞ Influencer: The Power to Change Anything by Kerry Patterson, Joseph Grenny, David Maxfield, and Ron McMillan (\$24.95)
- ☞ It's All Politics: Winning in a World Where Hard Work and Talent Aren't Enough by Kathleen Kelly Reardon (\$14.95)
- ☞ It's Not How Good You Are, Its How Good You Want to Be: The World's Best Selling Book by Paul Arden (\$10.00)
- ☞ Little Red Book of Selling: 12.5 Principles of Sales Greatness by Jeffrey Gitomer (\$19.95)
- ☞ Losing My Virginity: How I've Survived, Had Fun, and Made a Fortune Doing Business My Way by Richard Branson (\$16.00)
- ☞ Mission Possible: Becoming A World-Class Organization While There's Still Time by Ken Blanchard (\$19.95)
- ☞ Mouse Tales: A Behind-the-Ears Look at Disneyland by David Koenig and Art Linkletter (\$25.00)
- ☞ Mr Everit's Secret: What I Learned from the World's Richest Man by Alan H. Cohen (\$16.95)
- ☞ Multiple Streams of Coaching Income by Andrea J. Lee (\$24.95)
- ☞ Now, Discover Your Strengths by Marcus Buckingham and Donald O. Clifton (\$30.00)
- ☞ Nuts! Southwest Airlines' Crazy Recipe for Business and Personal Success by Kevin Freiberg and Jackie Freiberg (\$17.95)
- ☞ Oh, The Places You'll Go! by Dr. Suess (\$17.99)
- ☞ One Who Is Not Busy, The: Connecting with Work in a Deeply Satisfying Way by Darlene Cohen (\$14.95)
- ☞ Positive Words, Powerful Results: Simple Ways to Honor, Affirm, and Celebrate Life by Hal Urban (\$13.95)
- ☞ Purple Cow: Transform Your Business by Being Remarkable by Seth Godin (\$19.95)
- ☞ QBQ! The Question Behind the Question: Practicing Personal Accountability in Work and in Life by John G. Miller(\$19.95)
- ☞ Radical Careering: 100 Truths to Jumpstart Your Job, Your Career, and Your Life by Sally Hogshead (\$14.95)
- ☞ Radical Careering: 100 Truths to Jumpstart Your Job, Your Career, and Your Life by Sally Hogshead (\$10.00)
- ☞ So Smart But...: How Intelligent People Lose Credibility - and How They Can Get it Back by Allen N. Weiner and Don Robert (\$24.95)

- ☞ Steering by Starlight: Find Your Right Life, No Matter What! by Martha Beck (\$24.95)
- ☞ Success @ Life: How to Catch and Live Your Dream, A Zentrepreneur's Guide by Ron Rubin, Stuart Avery Gold & The Republic of Tea (\$19.95)
- ☞ The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich by Timothy Ferriss (\$19.95)
- ☞ The Aladdin Factor by Jack Canfield and Mark Victor Hansen (\$14.00)
- ☞ The Art of Possibility: Transforming Professional and Personal Life by Rosamund Stone Zander and Benjamin Zander (\$15.00)
- ☞ The Book of No by Susan Newman (\$14.95)
- ☞ The Contrarian's Guide to Leadership by Steven B. Sample (\$18.95)
- ☞ The Dip: A Little Book That Teaches You When to Quit (and When to Stick) by Seth Godin (\$12.95)
- ☞ The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It by Michael E. Gerber (\$16.95)
- ☞ The Fred Factor: How passion in your work and life can turn the ordinary into the extraordinary by Mark Sanborn (\$14.95)
- ☞ The Greatest Salesman in the World by Og Mandino (\$12.95)
- ☞ The Janitor: How an Unexpected Friendship Transformed a CEO and His Company by Todd Hopkins and Ray Hilbert (\$16.99)
- ☞ The Millionaire Maker: Act, Think, and Make Money the Way the Wealthy Do by Loral Langemeier (\$24.95)
- ☞ The Nordstrom Way: The Inside Story of America's #1 Customer Service Company by Robert Spector and Patrick D. McCarthy (\$19.95)
- ☞ The One Minute Entrepreneur: The Secret to Creating and Sustaining a Successful Business by Ken Blanchard, Don Hutson, and Ethan Willis (\$19.95)
- ☞ The Power of Full Engagement: Managing Energy, Not Time, Is the Key to High Performance and Personal Renewal by Jim Loehr & Tony Schwartz (\$15.00)
- ☞ The Power of Now: A Guide to Spiritual Enlightenment by Eckhart Tolle (\$14.95)
- ☞ The Science of Getting Rich: Attracting Financial Success through Creative Thought by Wallace D. Wattles (\$10.00)
- ☞ The Secret by Rhonda Byrne (\$23.95)
- ☞ The Tipping Point: How Little Things Can Make a Big Difference by Malcolm Gladwell (\$14.99)
- ☞ Think & Grow Rich by Napoleon Hill (\$10.00)
- ☞ Wabi Sabi Simple: Create beauty. Value imperfection. Live deeply. by Richard R. Powell (\$9.95)
- ☞ Whale Done! : The Power of Positive Relationships by Kenneth Blanchard, Thad Lacinak, Chuck Tompkins, and Jim Ballard (\$21.00)
- ☞ Whatever You Think, Think the Opposite by Paul Arden (\$13.95)
- ☞ Who Moved My Cheese? An Amazing Way to Deal with Change in Your Work and in Your Life by Spencer Johnson and Kenneth Blanchard (\$19.95)
- ☞ Winning by Jack Welch and Suzy Welch (\$27.95)