


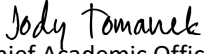

Syllabus
ENTR 1050
Introduction to Entrepreneurship
2023

Committee Members:

Michelle Konen, Central Community College
N/A, Metropolitan Community College
Jimi Cole, Renelle Mooney, Mid-Plains Community College
Angie Shaffer, Northeast Community College
Scot Baillie, Southeast Community College
N/A, Western Nebraska Community College
N/A, Little Priest Tribal College
Kari Brafford, Nebraska Indian Community College

Facilitator: Angela Shaffer

The Institution agrees to the contents in this syllabus including course prefix, number, course description and other contents of this syllabus.

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|---|------------|-------------|
|  Chief Academic Officer, Central Community College | 04/04/2023 | Adopt |
|  Chief Academic Officer, Little Priest Tribal College | 03/23/2023 | Adopt |
|  Chief Academic Officer, Metropolitan Community College | 04/03/2023 | Adopt |
|  Chief Academic Officer, Mid-Plains Community College | 03/23/2023 | Adopt |
|  Chief Academic Officer, Nebraska Indian Community College | 03/24/2023 | Adopt |
|  Chief Academic Officer, Northeast Community College | 03/23/2023 | Adopt |
|  Chief Academic Officer, Southeast Community College | 04/06/2023 | Adopt |
|  Chief Academic Officer, Western Nebraska Community College | 03/23/2023 | Not Offered |



I. CATALOG DESCRIPTION

Course Number : ENTR1050
 Course Title: Introduction to Entrepreneurship
 Prerequisite(s): None

Catalog Description: The student will evaluate the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. The student will understand the role of entrepreneurial businesses and the impact on the national and global economy.

Credit Hours: 3 semester / 4.5 quarter hours
 Contact Hours: 45 hours
 Lecture/Classroom45 hours

II. COURSE OBJECTIVES/COMPETENCIES

Course will:

1. Explain the nature of entrepreneurship as a form of business ownership.
2. Explore the characteristics of an entrepreneur.
3. Discuss the advantages and disadvantages of entrepreneurship as a career choice.
4. Explore entrepreneurial opportunities in a relevant geographic location.
5. Introduce the management, financial, marketing, and legal skills necessary to successfully operate and grow an entrepreneurial business venture.
6. Evaluate the methods of entering an entrepreneurial venture to include starting a new business, buying an existing business, and becoming a franchisee.
7. Identify global aspects of an entrepreneurial business.

III. STUDENT LEARNING OUTCOMES

Students will be able to:

1. Define the role of the entrepreneur in business.
2. Describe the entrepreneurial profile.
3. Evaluate your potential as an entrepreneur.
4. Explain the forces of entrepreneurial growth.
5. Describe the role of creativity and innovation in entrepreneurship.
6. Discuss the importance of continually analyzing, adapting, and improving the entrepreneurial business.
7. Identify methods entrepreneurs utilize to continually improve their product or service and the strategies of operating their entrepreneurial business.
8. Describe the importance of strategic management to an entrepreneurial business.
9. Describe the importance of strategic marketing strategies to an entrepreneurial business.
10. Identify the importance of a competitive advantage for an entrepreneurial venture.
11. Explain how an entrepreneurial business can create a competitive advantage.
12. Explain effective financial management in an entrepreneurial business venture.
13. Recognize legal issues affecting an entrepreneurial business.

14. Identify the impact of technology on entrepreneurial business ventures.
15. Explore global issues for entrepreneurial businesses.

IV. COURSE CONTENT/TOPICAL OUTLINE

1. Evaluate the methods of entering an entrepreneurial venture to include starting a new business, buying an existing business, and becoming a franchisee.
2. Identify global aspects of an entrepreneurial business.

Unit I

1. Explain the nature of entrepreneurship as a form of business ownership.
2. Explore entrepreneurial opportunities in a relevant geographic location.
3. Explore the characteristics of an entrepreneur.
4. Discuss the advantages and disadvantages of entrepreneurship as a career choice.

Unit II

1. Recognize the management, financial, marketing, and legal skills necessary to successfully operate and grow an entrepreneurial business venture.
2. Identify and evaluate the methods of entering an entrepreneurial venture to include starting a new business, buying an existing business, and becoming a franchisee.
3. Identify global aspects of an entrepreneurial business.

V. INSTRUCTIONAL MATERIALS

Recommended text (s):

Clifton Strengths for Students; Gallup

Builder Profile 10: Gallup

Entrepreneurship: The Art, Science, and Process for Success, McGraw Hill

Entrepreneurship: Theory, Process and Practices, Donald F. Kuratko, Cengage

Entrepreneurship, Robert Hisrich, Michael Peters, and Dean Shepherd, McGraw Hill

Supplement(s):

Rule of Thumb-A Guide to Small Business Basics, Kaiser and Mitilier, WriteLife, LLC

Born to Build: How to Build a Thriving Start Up, a Winning Team and New Customers, Clifton

VI. METHODS OF PRESENTATION/INSTRUCTION (can vary per instructor)

- a. Explanation and/or lecture
- b. Video presentation
- c. Student reports
- d. Role play
- e. Guest speaker
- f. Small group activities
- g. Discussion
- h. PowerPoint presentation
- i. Field trips
- j. Internet activities
- k. Student run enterprise
- l. Entrepreneurial interviews

VII. METHODS OF EVALUATION

- a. Course grades, at the determination of the instructor, will be based on class and group participation, daily work, exams, presentations, projects, papers, and/or a portfolio.
- b. Instructors will distribute and discuss the evaluation process and his/her grading policies with the students at the beginning of the term.

a. **VIII. INSTITUTIONAL DEFINED SECTION**

- a. It is important for students to check requirements at the transfer institution they plan to attend.
- b. Other requirements as determined by instructor/college.