

Syllabus
ENTR1050
INTRODUCTION TO ENTREPRENEURSHIP
2017

Committee Members:

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[Doris R Lux \(May 12, 2017\)](#)
Facilitator

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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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 in the United States and the impact on our 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 method of business ownership
- 2) Explore the characteristics of an entrepreneur.
- 3) Discuss the advantages and disadvantages of entrepreneurship as a career choice.
- 4) Introduce the management, financial, marketing and legal skills necessary to successfully operate and grow an entrepreneurial business venture.
- 5) Evaluate the methods of entering an entrepreneurial venture to include starting a new business, buying an existing business, and becoming a franchisee.
- 6) Identify global aspects of an entrepreneurial business.

III. STUDENT LEARNING OUTCOMES

Students will be able to:

- 1) Understand Entrepreneurship Today
 - (a) Define the role of the entrepreneur in business
 - (b) Describe the entrepreneurial profile.
 - (c) Evaluate your potential as an entrepreneur.
 - (d) Explain the issues that are driving the growth of entrepreneurship.
- 2) Move from Idea to Reality
 - (a) Describe the role of creativity and innovation in entrepreneurship.
 - (b) Discuss the importance of continually analyzing, adapting, and improving the entrepreneurial business.
 - (c) Identify methods entrepreneurs utilize to continually improve their product or service and the strategies of operating their entrepreneurial business.

- 3) Identify Management Topics as Related to Entrepreneurship
 - (a) Describe the importance of strategic management to a small entrepreneurial business.
 - (b) Describe the importance of strategic marketing strategies to a small entrepreneurial business.
 - (c) Explain why and how a small business must create a competitive advantage in the market.
 - (d) Explain the importance of effective financial management in developing, growing, and sustaining an entrepreneurial business venture.
 - (e) Analyze the importance of legal issues in the successful operation of an entrepreneurial business.
 - (f) Identify the impact of technology to entrepreneurial business ventures.
 - (g) Analyze global issues for entrepreneurial businesses.

IV. COURSE CONTENT/TOPICAL OUTLINE

Unit I

1. Explain the nature of entrepreneurship as a method of business ownership
2. Explore the characteristics of an entrepreneur
3. 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):

StrengthsQuest; Clifton

Builder Profile 10: Gallup

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

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

Entrepreneurship A Real World Approach by Rhonda Abrams; PrintShop

Small Business Startup Karen Pinson

The Young Entrepreneur's Guide to Success, Chisom,

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

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

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.

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.