



Syllabus
ENTR 1050
Introduction to Entrepreneurship
2026

Committee Members:

- Michelle Konen & Ernie Blanchard, Central Community College
- Deb Gaspard, Metropolitan Community College
- Renelle Mooney & Jimi Cole, Mid-Plains Community College
- Stacy Anderson, Northeast Community College
- Scot Baillie, Southeast Community College
- N/A, Western Nebraska Community College
- Taria Wolfe & Janelle Whipple, Little Priest Tribal College
- N/A, Nebraska Indian Community College

Facilitator: Jimi Cole

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

 Chief Academic Officer, Central Community College	02/12/2026	Adopt
 Chief Academic Officer, Little Priest Tribal College	02/11/2026	Not Offered
 Chief Academic Officer, Metropolitan Community College	02/16/2026	Adopt
 Chief Academic Officer, Mid-Plains Community College	02/11/2026	Adopt
 Chief Academic Officer, Nebraska Indian Community College	02/16/2026	Adopt
 Chief Academic Officer, Northeast Community College	02/11/2026	Adopt
 Chief Academic Officer, Southeast Community College	02/20/2026	Adopt
 Chief Academic Officer, Western Nebraska Community College	02/18/2026	Adopt



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. Explore the characteristics of an entrepreneur.
2. Examine the advantages and disadvantages of entrepreneurship as a career choice.
3. Explore entrepreneurial opportunities in a relevant geographic location.
4. Recognize 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. Define the role of the entrepreneur in business and describe entrepreneurial traits.
2. Evaluate your potential as an entrepreneur.
3. Explain the forces of entrepreneurial growth by using creativity and innovation.
4. Examine the importance of continually analyzing, adapting, and improving the entrepreneurial business.
5. Identify methods entrepreneurs utilize to continually improve their product or service and the strategies of operating their entrepreneurial business.
6. Describe the importance of strategic marketing and management to an entrepreneurial business.
7. Identify the importance of a competitive advantage for an entrepreneurial venture.
8. Explain how an entrepreneurial business can create a competitive advantage.
9. Explain effective financial management in an entrepreneurial business venture.
10. Recognize legal issues affecting an entrepreneurial business.
11. Identify the impact of technology on entrepreneurial business ventures.
12. Discribe 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. Explore entrepreneurial opportunities in a relevant geographic location.
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):

Entrepreneurship: Bamford, McGraw Hill

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

Entrepreneurship: How to Start, Grow, and Scale a Business, Riley/Draper, Stukent

Entrepreneurship: The Practice and Mindset, Neck, Neck Murray, Sage

OER

Supplement(s):

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

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

Clifton Strengths for Students; Gallup

Builder Profile 10: Gallup

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 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.