

Syllabus

ENTR1050 Introduction to Entrepreneurship

2014

Committee Members:

Doris Lux, Central Community College
Heather Nelson, Metropolitan Community College
Lorrie Mowry, Mid-Plains Community College
Cathy Nutt, Mid-Plains Community College
Angie Shaffer, Northeast Community College
Scott Baillie, Southeast Community College
Linda Hartman, Southeast Community College

Facilitator: *Donk R. Ruff*

Date Reviewed: *1/24/14*

NCCA Council of Instructional Officers Chair

Chair: *Deborah Brennan*

Date Approved: *May 23, 2014*

I. CATALOG DESCRIPTION

Course Number: ENTR 1050
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 AND 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) Recognize the management, financial, marketing and legal skills necessary to successfully operate and grow an entrepreneurial business venture.
- 5) Identify and 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) Identify and 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) Recognize and understand the importance of legal skills in the successful operation of an entrepreneurial business.
 - (f) Identify the opportunity and impact of technology to entrepreneurial business ventures.
 - (g) Analyze global issues and opportunities 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):

Entrepreneurship: Starting and Operating a Small Business by Mariotti
Patterns of Entrepreneurship by Jack Kaplan; Wiley
Profiles in Entrepreneurship by Nelson and Bell; Thompson
Entrepreneurship/Small Business Management by Earl Meyer and Kathleen Allen; Glencoe
How to Start and Operate a Small Business; National Federation for Teaching Entrepreneurship;
Prentice Hall
StrengthsQuest; Clifton
Essential of Entrepreneurship by Zimmerer and Scarborough; Prentice Hall;
Current Edition; Robert Price (use as supplemental material)
Entrepreneurship: A Small Business Approach. By Bamford & Bruton; McGraw Hill.
Entrepreneurship A Real World Approach by Rhonda Abrams; PrintShop
Small Business Startup Karen Pinson

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.