Entrepreneurship Theory & Practice

Upon completion of this course, the student will be able to:

1. Identify and demonstrate an understanding of entrepreneurial concepts and the processes of entrepreneurship.
2. Integrate an approach for identifying and analyzing ideas and opportunities.
3. Define a market for a new product or service.
4. Prepare and calculate financial projections for their product or service.
5. Demonstrate written and oral presentation skills by presenting their business idea.
CLASS-LEVEL ASSESSMENT MEASURES
Student accomplishment of expected student outcomes will be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

- Class attendance
- Discussion participation
- Business plan project
- Exams

PROGRAM-LEVEL OUTCOMES ADDRESSED

General Education Outcomes
Specify which general education outcomes, if any, are substantially addressed by the course by completing the “Course/Program Assessment Matrix” to show the relationship between course and program outcomes and assessment measures.

Occupational Program Outcomes
Specify which occupational program outcomes, if any, are substantially addressed by the course by completing the “Course/Program Assessment Matrix” to show the relationship between course and program outcomes to assessment measures.
Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. World of entrepreneurship

II. Entrepreneurship theory
   a. Myths
   b. Trait theory
   c. Behaviorism
   d. Emerging theories

III. History of the discipline

IV. Intrapreneurship
   a. History
   b. Corporate entrepreneurship

V. Creativity

VI. Innovation

VII. Ethics

VIII. Developing the entrepreneurial plan
   a. Business plan – assessing the environment, market research, financing, and the plan
   b. Initiating the entrepreneurial venture – assessing and evaluating, legalities, and capital

IX. The entrepreneur and the community
   a. Social entrepreneurship
   b. Philanthropy
   c. Networking

X. Writing a business plan
   a. Components
   b. Hints and strategies
   c. Completion and presentation