COURSE INFORMATION FORM

DISCIPLINE: Business

COURSE TITLE: Entrepreneurship

CR. HR: 3  LECT HR: 3  LAB HR: 0  CLIN/INTERN HR: 0  CLOCK HR: 0

CATALOG DESCRIPTION
A combined practical, hands-on, and academic approach to entrepreneurship via the creative and innovative process of recognizing opportunity, gathering resources and creating a feasibility study around conceptualizing a business idea and business plan.

PREREQUISITES
None

EXPECTED STUDENT OUTCOMES IN THE COURSE
Upon completion of this course, the student will be able to:

1. Design, implement and evaluate a feasibility plan.
2. Assess required resources and their sources needed for success.
3. Explain the role of entrepreneurs in the U.S. economy.
4. Describe entrepreneurial skills and behaviors necessary for success.
5. Generate a business idea to meet self-identified needs.
6. Develop contingency plans to account for obstacles to business success.
7. Distinguish legal forms of business ownership as well as positives and negatives.
8. Defend the role of entrepreneurship for social and community development.
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.)

- Weekly class assignments (2, 3, 4 & 8)
- Final feasibility study completion (1, 2, 5 & 7)
- Final business plan & presentation (2, 5, 6, 8, 7)

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. Entrepreneurs’ personal and business criteria
   a. Creativity
   b. Strategies

II. Identifying venture opportunities

III. Entrepreneurial entry strategies
   a. Starting a business
   b. Franchising
   c. Buying a business
   d. Business valuation

IV. Format and writing tips for feasibility and business plans
   a. Cover page
   b. Table of contents
   c. Executive summary
   d. Management plan
   e. Financial presentation
   f. Marketing plan
   f. Appendixes

V. Concept development

VI. Model business

VII. Building the management team and infrastructures
   a. Good idea, bad team
   b. Good team, bad idea
   c. Human resources

VIII. Legal forms of organization
   a. Sole proprietorship
   b. Partnership
   c. LLC
   d. S-corp
   e. Corporation

IX. Intellectual property
a. Trademark
b. Copyright
c. Intellectual property rights
d. Patents

X. Contracts and leases

XI. Government regulations
   a. Federal, state, and local
   b. Resources – SCORE, SBA, PTAC, 8(a), 7(s), incubator

XII. Market research for new ventures
   a. Target market
   b. Competition – profiling, analysis, future
   c. Analyzing the market
   d. Market penetration

XIII. Pricing
   a. How to price
   b. Impact of pricing
   c. Presentation and analysis

XIV. Budgeting and financial statements
   a. Ratios
   b. Spreadsheets
   c. Vocabulary

XV. Money needs
   a. Cash flow
   b. Equity vs. debt
   c. Friends, family and others
   d. Banks and loans
   e. VCs and angels