



BUSI 144 - Introduction to Entrepreneurship Course Outline

Approval Date: 03/12/2020

Effective Date: 08/14/2020

SECTION A

Unique ID Number CCC000568828

Discipline(s) Business

Division Career Education and Workforce Development

Subject Area Business

Subject Code BUSI

Course Number 144

Course Title Introduction to Entrepreneurship

TOP Code/SAM Code 0501.00* - Business and Commerce, General* / D - Possible Occupational

Rationale for adding this course to the curriculum Removing prereq.

Units 3

Cross List N/A

Typical Course Weeks 18

Total Instructional Hours

Contact Hours

Lecture 54.00

Lab 0.00

Activity 0.00

Work Experience 0.00

Outside of Class Hours 108.00

Total Contact Hours 54

Total Student Hours 162

Open Entry/Open Exit No

Maximum Enrollment 40

Grading Option Letter Grade or P/NP

Distance Education Mode of Instruction On-Campus
Hybrid
Entirely Online

SECTION B

General Education Information:

SECTION C

Course Description

Repeatability May be repeated 0 times

Catalog Description This course is an introduction to the theory, process, and practice of entrepreneurship. Students will examine the entrepreneurial mindset in its true economic and social context by studying the unlimited opportunities of innovation and creativity that an entrepreneurial mindset can provide.

Schedule Description

SECTION D

Condition on Enrollment

1a. Prerequisite(s): *None*

1b. Corequisite(s): *None*

1c. Recommended: *None*

1d. Limitation on Enrollment: *None*

SECTION E

Course Outline Information

1. Student Learning Outcomes:

- A. Interact professionally through oral and written communication.
- B. Apply knowledge of management techniques and business theory.

2. Course Objectives: Upon completion of this course, the student will be able to:

- A. Discuss the evolutionary development of entrepreneurship and examine its revolutionary impact taking place today.
- B. Describe and examine the entrepreneurial mind-set in individuals, such as entrepreneurial cognition and ethics in individuals.
- C. Describe and examine the entrepreneurial mind-set in organizations, such as illustrating the need for entrepreneurial thinking in corporate environments.
- D. Examine the social entrepreneurship movement and introduce the global opportunities and challenges for social entrepreneurs.
- E. Define and illustrate the sources of innovative ideas for entrepreneurs.
- F. Assess entrepreneurial opportunities, such as new-venture start-ups.
- G. Describe the major pathways and structures for entrepreneurial ventures, such as creating new ventures, acquiring and established entrepreneurial venture, or franchising.
- H. Identify and examine sources of capital for entrepreneurial ventures, such as debt versus equity financing, the venture capital market, or angel financing.
- I. Identify and examine legal challenges for entrepreneurial ventures, such as legal business structures, and intellectual property protections; such as patents, copyrights, and trademarks.
- J. Examine the new marketing concept for entrepreneurs to develop a marketing plan based on using entrepreneurial tactics in marketing research for entrepreneurial ventures.
- K. Identify and examine the key financial statements needed for entrepreneurial ventures; such as the balance sheet, income statement, cash-flow statement, operating budget, cash-flow budget, pro-forma statements, capital budgeting, break-even analysis, and ratio analysis.
- L. Define and develop a business plan for the proposed business venture and demonstrate its value for the entrepreneur.
- M. Discuss the importance of managing strategic entrepreneurial growth including the nature of strategic planning.
- N. Recognize the importance of business evaluation for entrepreneurial ventures including analyzing a business to establish its value.

- O. Identify harvesting strategies for entrepreneurial ventures; such as management succession strategies, exit strategies, or the complete sale of a business.

P.

3. Course Content

- A. Entrepreneurship. Evolutionary Development--Revolutionary Impact
- B. The Entrepreneurial Mind-Set in Individuals: Cognition and Ethics
- C. The Entrepreneurial Mind-Set in Organizations: Corporate Entrepreneurship
- D. Social Entrepreneurship and the Global Environment for Entrepreneurship
- E. Innovation : The Creative Pursuit of Ideas
- F. Assessment of Entrepreneurial Opportunities
- G. Pathways to Entrepreneurial Ventures
- H. Sources of Capital for Entrepreneurial Ventures
- I. Legal Challenges for Entrepreneurial Ventures
- J. Marketing Research for Entrepreneurial Ventures
- K. Financial Preparation for Entrepreneurial Ventures
- L. Developing an Effective Business Plan
- M. Strategic Entrepreneurial Growth
- N. Valuation of Entrepreneurial Ventures
- O. Harvesting Entrepreneurial Ventures
- P.

4. Methods of Instruction:

Field Experience:

Individualized Instruction:

Lecture: Verbal using PowerPoint

Projects: Lean Model Canvas. Mentorship

Online Adaptation: Discussion

- 1. Methods of Evaluation:** Describe the general types of evaluations for this course and provide at least two, specific examples.

Typical classroom assessment techniques

Exams/Tests -- Exams/Tests may include both objective and essay-style questions.

Oral Presentation -- Business Plan Presentation

Group Projects -- Business Plan Teams

Lab Activities -- MyLabandMastering

Final Exam -- May include both objective and essay-style questions.

Mid Term -- May include both objective and essay-style questions.

Letter Grade or P/NP

- 2. Assignments:** State the general types of assignments for this course under the following categories and provide at least two specific examples for each section.

A. Reading Assignments

Selected readings from textbook, periodicals, or library collection covering the most commonly cited characteristics found in successful entrepreneurs.

For example:

1. Read pages 31-40 in Chapter 2, The Entrepreneurial Mind-Set in individuals: Cognition and Ethics, describing the entrepreneurial mind-set and entrepreneurial cognition., Selected readings from textbook, periodicals, or library collection covering the most commonly cited characteristics found in successful entrepreneurs.

For example:

1. Read pages 31-40 in Chapter 2, The Entrepreneurial Mind-Set in individuals: Cognition and Ethics, describing the entrepreneurial mind-set and entrepreneurial cognition.

B. Writing Assignments

C. Other Assignments

D.

3. Required Materials

A. EXAMPLES of typical college-level textbooks (for degree-applicable courses) or other print materials.

Book #1:

Author: Kuratko, D.

Title: Entrepreneurship: Theory, Process & Practice

Publisher: Cengage/South-Western

Date of Publication: 2017

Edition: 10

B. Other required materials/supplies.