

BUSI-144: INTRODUCTION TO ENTREPRENEURSHIP

Effective Term

Fall 2023

SECTION A - Course Data Elements

CB04 Credit Status

Credit - Degree Applicable

Discipline

Minimum Qualifications	And/Or
Business (Master's Degree)	Or
Small Business Development (Entrepreneurship) (Any Degree and Professional Experience)	

Subject Code

BUSI - Business

Course Number

144

Department

Business and Entrepreneurship

Division

Business and Computer Studies

Full Course Title

Introduction to Entrepreneurship

Short Title

Intro to Entrepreneurship

CB03 TOP Code

0501.00 - *Business and Commerce, General

CB08 Basic Skills Status

NBS - Not Basic Skills

CB09 SAM Code

C - Clearly Occupational

Rationale

Updating the discipline to include small business development/ entrepreneurship.

SECTION B - Course Description

Catalog Course 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.

SECTION C - Conditions on Enrollment

Open Entry/Open Exit

No

Repeatability

Not Repeatable

Grading Options

Letter Grade or Pass/No Pass

Allow Audit

Yes

Requisites**SECTION D - Course Standards****Is this course variable unit?**

No

Units

3.00

Lecture Hours

54.00

Outside of Class Hours

108

Total Contact Hours

54

Total Student Hours

162

Distance Education Approval**Is this course offered through Distance Education?**

Yes

Online Delivery Methods

DE Modalities	Permanent or Emergency Only?
Entirely Online	Permanent
Hybrid	Permanent

SECTION E - Course Content**Student Learning Outcomes**

Upon satisfactory completion of the course, students will be able to:	
1.	Interact professionally through oral and written communication.
2.	Apply knowledge of management techniques and business theory.

Course Objectives

Upon satisfactory completion of the course, students will be able to:	
1.	Discuss the evolutionary development of entrepreneurship and examine its revolutionary impact taking place today.
2.	Describe and examine the entrepreneurial mind-set in individuals, such as entrepreneurial cognition and ethics in individuals.
3.	Describe and examine the entrepreneurial mind-set in organizations, such as illustrating the need for entrepreneurial thinking in corporate environments.
4.	Examine the social entrepreneurship movement and introduce the global opportunities and challenges for social entrepreneurs.
5.	Define and illustrate the sources of innovative ideas for entrepreneurs.
6.	Assess entrepreneurial opportunities, such as new-venture start-ups.
7.	Describe the major pathways and structures for entrepreneurial ventures, such as creating new ventures, acquiring and established entrepreneurial venture, or franchising.
8.	Identify and examine sources of capital for entrepreneurial ventures, such as debt versus equity financing, the venture capital market, or angel financing.

9. Identify and examine legal challenges for entrepreneurial ventures, such as legal business structures, and intellectual property protections; such as patents, copyrights, and trademarks.
10. Examine the new marketing concept for entrepreneurs to develop a marketing plan based on using entrepreneurial tactics in marketing research for entrepreneurial ventures.
11. 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.
12. Define and develop a business plan for the proposed business venture and demonstrate its value for the entrepreneur.
13. Discuss the importance of managing strategic entrepreneurial growth including the nature of strategic planning.
14. Recognize the importance of business evaluation for entrepreneurial ventures including analyzing a business to establish its value.
15. Identify harvesting strategies for entrepreneurial ventures; such as management succession strategies, exit strategies, or the complete sale of a business.

Course Content

1. Entrepreneurship. Evolutionary Development–Revolutionary Impact
2. The Entrepreneurial Mind-Set in Individuals: Cognition and Ethics
3. The Entrepreneurial Mind-Set in Organizations: Corporate Entrepreneurship
4. Social Entrepreneurship and the Global Environment for Entrepreneurship
5. Innovation: The Creative Pursuit of Ideas
6. Assessment of Entrepreneurial Opportunities
7. Pathways to Entrepreneurial Ventures
8. Sources of Capital for Entrepreneurial Ventures
9. Legal Challenges for Entrepreneurial Ventures
10. Marketing Research for Entrepreneurial Ventures
11. Financial Preparation for Entrepreneurial Ventures
12. Developing an Effective Business Plan
13. Strategic Entrepreneurial Growth
14. Valuation of Entrepreneurial Ventures
15. Harvesting Entrepreneurial Ventures

Methods of Instruction

Methods of Instruction

Types	Examples of learning activities
Projects	Lean Model Canvas. Mentorship
Lecture	Verbal using PowerPoint

Online Adaptation

Types	Examples of learning activities
Discussion	Discussion topics based on entrepreneur mindset & trends

Instructor-Initiated Online Contact Types

Announcements/Bulletin Boards
 Chat Rooms
 Discussion Boards
 E-mail Communication

Course design is accessible

Yes

Methods of Evaluation

Methods of Evaluation

Types	Examples of classroom assessments
Oral Presentations	Business plan presentation
Projects	Business plan teams
Exams/Tests	Exams/tests may include both objective and essay-style questions

Assignments

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.

SECTION F - Textbooks and Instructional Materials

Material Type

Open Educational Resource (OER)

Author

Michael Lavery, Colorado State University Global

Title

Entrepreneurship

Publisher

OpenStax

Year

Jan 16, 2020

ISBN

ISBN-10: 1-947172-69-7

SECTION G - Diversity, Equity and Inclusivity

Course Codes (Admin Only)

CB00 State ID

CCC000568828

CB10 Cooperative Work Experience Status

N - Is Not Part of a Cooperative Work Experience Education Program

CB11 Course Classification Status

Y - Credit Course

CB13 Special Class Status

N - The Course is Not an Approved Special Class

CB23 Funding Agency Category

Y - Not Applicable (Funding Not Used)

CB24 Program Course Status

Program Applicable

Allow Pass/No Pass

Yes

Only Pass/No Pass

No