

COURSE OUTLINE

Entrepreneurship 101
Concepts of Entrepreneurship

I. Catalog Statement

Entrepreneurship 101 explains the role of entrepreneurial businesses in the United States and the impact on our national and global economy. The course evaluates the skills and commitment necessary to successfully operate an entrepreneurial venture. Additionally, Entrepreneurship 101 reviews the challenges and rewards of entrepreneurship as a career choice as well as entrance strategies to accomplish such a choice.

Units -2.0

Lecture Hours -2.0

Recommended Preparation: Eligibility for English 120 or ESL 151

II. Course Entry Expectations

Skill Levels: Reading 5; Writing 5; Listening/Speaking 5; Math 1.

III. Course Exit Standards

Upon successful completion of the required coursework the student will be able to:

1. explain the nature of entrepreneurship as a method of business ownership;
2. understand the characteristics of an entrepreneur;
3. evaluate one's own motivation for becoming an entrepreneur;
4. identify and evaluate the methods of entering an entrepreneurial venture to include starting a new business, buying an existing business, and becoming a franchisee;
5. recognize the management, financial, marketing and legal skills necessary to successfully operate and grow an entrepreneurial business venture;
6. analyze the opportunity and impact of technology on entrepreneurial businesses.

IV. Course Content

Total Contact Hours = 32

A. Entrepreneurship Today

8 hours

1. Role of the entrepreneur
2. Important role small businesses play in the nation's economy
3. Entrepreneurial profiles
4. Issues driving the growth of entrepreneurship

- B. How Entrepreneurs Move Ideas to Reality 8 hours
 - 1. Creativity and innovation
 - 2. Continual analysis, adaptation, and improvements
 - 3. Product or service improvements
 - 4. The strategies of operating an entrepreneurial project
- C. Strategic Marketing and Management for the Entrepreneur 8 hours
 - 1. Importance of strategic marketing and management
 - 2. Competitive advantage creation in the marketplace
 - 3. Effective financial management in developing, growing, and sustaining a business venture
 - 4. Legal skills in the successful operation of an entrepreneurial business
 - 5. Opportunity and impact of technology to entrepreneurial business ventures
 - 6. Global issues and opportunities for entrepreneurial projects
- D. Forms of Business Ownership 8 hours
 - 1. Sole proprietorship, a partnership, a corporation, and a franchise
 - 2. Advantages and disadvantages of each form of business ownership
 - 3. Advantages and disadvantages of buying an existing entrepreneurship

V. Methods of Presentation

The following instructional methodologies may be used in the course:

- 1. lecture;
- 2. demonstrations;
- 3. multi-media;
- 4. guest speakers.

VI. Assignments and Methods of Evaluation

The following assignments and methods of evaluation may be used in the course:

- 1. quizzes;
- 2. presentation of potential entrepreneurial venture including the written outline of the presentation;
- 3. final Examination;

VII. Textbook

Mariotti and Glackin. Entrepreneurship and Small Business Management, Current Edition.
Upper Saddle River, N.J.:Prentice Hall, 2011.
10th Grade Textbook Reading Level. ISBN: 978-0135030318.

VIII. Student Learning Outcomes

1. Student will explain the importance of effective financial management in developing, growing, and sustaining an entrepreneurial business venture.
2. Student will identify methods entrepreneurs utilize to continually improve their product or service and the strategies of operating their entrepreneurial business.
3. Student will identify and explain the issues that are driving the growth of entrepreneurship.
4. Student will identify advantages and disadvantages of each form of business ownership.
5. Student will review current trends and issues in entrepreneurship.