

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

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.

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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

