

COURSE OUTLINE

Entrepreneurship 101
Concepts of Entrepreneurship

Catalog Statement

ENTRE 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, ENTRE 101 reviews the challenges and rewards of entrepreneurship as a career choice as well as entrance strategies to accomplish such a choice.

Total Lecture Units: 2.0

Total Laboratory Units: 0.0

Total Course Units: 2.0

Total Lecture Hours: 32.0

Total Laboratory Hours: 0.0

Total Laboratory Hours To Be Arranged: 0.0

Total Faculty Contact Hours: 32.0

Recommended Preparation: Eligibility for English 120 or ESL 151

Course Entry Expectations

Prior to enrolling in the course, the student should be able to:

- evaluate compositions for unity, sufficiency of development, evidence, coherence, and variety of sentence structure;
- comprehend multi-paragraph reading passages in textbooks.

Course Exit Standards

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

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

Course Content

Total Faculty Contact Hours = 32.0

Entrepreneurship Today (8 hours)

- Role of the entrepreneur
- Important role small businesses play in the nation's economy
- Entrepreneurial profiles
- Issues driving the growth of entrepreneurship

How Entrepreneurs Move Ideas to Reality (8 hours)

- Creativity and innovation
- Continual analysis, adaptation, and improvements
- Product or service improvements
- The strategies of operating an entrepreneurial project

Strategic Marketing and Management for the Entrepreneur (8 hours)

- Importance of strategic marketing and management
- Competitive advantage creation in the marketplace
- Effective financial management in developing, growing, and sustaining a business venture
- Legal skills in the successful operation of an entrepreneurial business
- Opportunity and impact of technology to entrepreneurial business ventures
- Global issues and opportunities for entrepreneurial projects

Forms of Business Ownership (8 hours)

- Sole proprietorship, a partnership, a corporation, and a franchise
- Advantages and disadvantages of each form of business ownership
- Advantages and disadvantages of buying an existing entrepreneurship

Methods of Instruction

The following instructional methodologies may be used in the course:

- lecture;
- demonstrations;
- multi-media;
- guest speakers.

Out of Class Assignments

The following out of class assignments may be used in this course:

- presentation of potential entrepreneurial venture including the written outline of the presentation.

Methods of Evaluation

The following methods of evaluation may be used in this course:

- quizzes;
- midterm examination;
- final examination.

Textbook

Mariotti, Steve, and Caroline Glackin. *Entrepreneurship & Small Business Management*. 2nd ed. New York City, 2014. Print.
10th Grade Textbook Reading Level. ISBN: 978-0133767186.

Student Learning Outcomes

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

- explain the importance of effective financial management in developing, growing, and sustaining an entrepreneurial business venture;
- identify methods entrepreneurs utilize to continually improve their product or service;
- identify and explain the issues driving the growth of entrepreneurship;
- identify advantages and disadvantages of each form of business ownership;
- review current trends and issues in entrepreneurship.