**BARTON COMMUNITY COLLEGE**

**COURSE SYLLABUS**

# **GENERAL COURSE INFORMATION**

Course Number: BUSI 1815

Course Title: Introduction to Entrepreneurship

Credit Hours: 3

Prerequisite: None

Division/Discipline: Workforce Training and Community Education, Business

## Course Description**:** This course is designed to introduce the prospective business owner to the role of entrepreneurial businesses in the United States and the impact on the global economy. The student will evaluate the skills and commitment necessary to successfully operate a business along with the rewards and penalties. The course will include skills and strategies in opportunity recognition, market assessment, social need, feasibility plans, structure, costs and sustainability.Course curriculum conforms to National Business Education Association (NBEA) and Ewing Marion Kauffman Foundation 2007 Standards.

# **INSTRUCTOR INFORMATION**

# **COLLEGE POLICIES**

Students and faculty of Barton Community College constitute a special community engaged in the process of education. The College assumes that its students and faculty will demonstrate a code of personal honor that is based upon courtesy, integrity, common sense, and respect for others both within and outside the classroom.

Plagiarism on any academic endeavors at Barton Community College will not be tolerated. The student is responsible for learning the rules of, and avoiding instances of, intentional or unintentional plagiarism. Information about academic integrity is located in the Student Handbook.

The College reserves the right to suspend a student for conduct that is determined to be detrimental to the College educational endeavors as outlined in the College Catalog, Student Handbook, and College Policy & Procedure Manual. (Most up-to-date documents are available on the College webpage.)

Any student seeking an accommodation under the provisions of the Americans with Disability Act (ADA) is to notify Student Support Services via email at [disabilityservices@bartonccc.edu](mailto:disabilityservices@bartonccc.edu).

# **COURSE AS VIEWED IN THE TOTAL CURRICULUM**

Introduction to Entrepreneurship will be required of all students completing the Business, Management and Leadership 18 hour Entrepreneurship certificate and those who desire to own their own business in the future will be encouraged to complete it also. This course also serves as an elective for several degrees offered at Barton. This course introduces the entrepreneurial mindset along with rewards and penalties of owning a business. Through the use of real-world examples, guest speakers and experiential learning activities, students gain knowledge and important skills to assist them in being successful entrepreneurs**.**

# **ASSESSMENT OF STUDENT LEARNING**

Barton Community College is committed to the assessment of student learning and to quality education. Assessment activities provide a means to develop an understanding of how students learn, what they know, and what they can do with their knowledge. Results from these various activities guide Barton, as a learning college, in finding ways to improve student learning.

## Course Outcomes, Competencies, and Supplemental Competencies:

## Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics.

* 1. Explain and evaluate the primary characteristics of a successful entrepreneur.
  2. Define what it means to be an entrepreneur.
  3. Identify advantages and disadvantages of being an entrepreneur.
  4. Analyze the degree to which one possesses the characteristics of an entrepreneur.
  5. Research and report personal characteristics of a successful entrepreneur.
  6. Identify an appropriate entrepreneurial opportunity from real life.
  7. List the steps involved in the starting a business that takes advantage of that opportunity.
  8. Recognize the impact of government regulations on business decisions.
  9. Apply problem-solving skills to overcome obstacles.
  10. Define productivity and list factors which can affect productivity.

1. Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.
   1. Define and explain market share.
   2. Define marketing segmentation.
   3. Define customer loyalty.
   4. List and describe business activities that generate customer loyalty.
   5. Describe customer loyalty programs.
   6. Identify benefits/drawbacks of establishing customer loyalty programs.
   7. Identify activities used by businesses to identify customer concerns.
   8. Identify methods used by businesses to respond to customer concerns.
   9. Select appropriate strategies for maintaining customer loyalty.
2. Apply economic concepts when making decisions for an entrepreneurial venture.
   1. Define different types of market structures.
   2. Explain how and why the level of competition is affected by the market structure.
   3. Describe the general effect of different market structures on the price of goods and services sold.
   4. Explain why the price of goods and services is related to the levels of competition in a market.
   5. Explain why entrepreneurs can and should use concepts regarding market structure when making their business decisions.
   6. Analyze cases to discover market structure facing different entrepreneurial venture and its effect on pricing decisions.
   7. Identify examples of the government’s role in the marketplace in our economy.
   8. Describe some of the ways government regulations affect the production and use of goods and services in our economy.
   9. Discuss various perspectives and opinions regarding governmental regulation of production and consumption of goods and services in our economy.
3. Use the financial concepts and tools needed by the entrepreneur in making business decisions.
   1. Define start-up expenses.
   2. Identify examples of start-up expenses for a new business.
   3. Define operating expenses.
   4. Identify examples of operating expenses.
   5. Define personal expenses.
   6. Differentiate business expenses as start-up, operating, or personal.
   7. Define short-term, intermediate-term, and long-term borrowing.
   8. Identify sources for financing a new business.
   9. Describe the benefits and drawbacks of the various sources of financing.
   10. Describe the differences between debt and equity financing.
   11. Describe factors to consider when obtaining financing for a new business.
   12. Select appropriate sources for financing a new business.
4. Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions.
   1. Explain the income statement, cash flow statement, and balance sheet report.
   2. Explain how different parties use the income statement, balance sheet, and cash flow statement.
   3. Explain the importance of accurately prepared financial statements to the success of the business.
   4. Analyze the relationships among the income statement, the cash-flow statement, and the balance sheet.
   5. Perform calculations to determine net income or net loss for a fiscal period.
   6. Analyze statements reporting inaccurate information and the effect the inaccuracies have on the operation of the business.
5. Develop a management plan for an entrepreneurial venture.
   1. Define the characteristics of an effective vision statement.
   2. Identify reasons for developing a vision statement.
   3. Analyze vision statements from various businesses.
   4. Identify trends in business.
6. Analyze the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace.
   1. Explain the scope of global markets.
   2. Explain American culture.
   3. Identify pros and cons of doing business in the international marketplace.
   4. Identify successful American businesses involved in global markets.
   5. Analyze similarities and differences between American culture and other cultures.
   6. Be able to distinguish imports from exports.
7. Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial ventures.
   1. Explain the advantages and disadvantages of the forms of business organizations.
   2. Given the facts about a new business, identify its form of organization.
   3. Explain the legal reasoning behind the state government’s power to regulate business.
   4. Explain the legal reasoning behind the state government’s power to regulate interstate commerce
   5. Define the nature of a governmental administrative agency.
   6. Identify the extent of government regulation exercises by administrative agencies like the Environmental Protection Agency.
   7. Determine how proper values can be promoted in the workplace.
   8. Identify the role of codes of conduct and ethical pledges in ethical decision making in business.
   9. Relate insurance to risk management.
   10. Describe different business insurance needs and options.
   11. Distinguish the qualities of a good insurance agent and good policies.
8. Develop the skills to create an effective business plan.
   1. List several reasons why planning is important to any business.
   2. Decide what kind of information is necessary in the planning process of the business.
   3. Identify the individual sections of a business plan.
   4. Identify the information to be included in a business plan.
   5. Make an informed decision based on a business plan.
   6. Formulate an idea for new entrepreneurial venture.
   7. Gather the necessary information about the venture.
   8. Place the information in a cogent business plan outline.
   9. Verbalize the key points of the proposal.
9. Understand the implications and importance of technology in business operations.
   1. Recognize the importance of technology to business operations and performance.
   2. Survey the range of electronic tools now available for business recordkeeping and communication.
10. **INSTRUCTOR'S EXPECTATIONS OF STUDENTS IN CLASS**

# **TEXTBOOKS AND OTHER REQUIRED MATERIALS**

# **REFERENCES**

# **METHODS OF INSTRUCTION AND EVALUATION**

# **ATTENDANCE REQUIREMENTS**

1. **COURSE OUTLINE**