

**SOUTHEAST COMMUNITY COLLEGE**  
**BUSINESS DIVISION**  
**Business Program**  
**Revision Date: 05-24-21**

[Syllabus Statements](#)

**I. CATALOG DESCRIPTION**

Course Number: ENTR1050  
Course Title: Introduction to Entrepreneurship  
Prerequisite(s): None

Catalog Description: The student will evaluate the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. The student will understand the role of entrepreneurial businesses in the United States and the impact on our national and global economy.

Credit Hours: 3.0  
Class Hours: 45  
Lab Hours: 0  
Total Contact Hours: 45

**II. COURSE OBJECTIVES:** *Course will teach students to*

- A.** Explain the nature of entrepreneurship as a method of business ownership
- B.** Explore the characteristics of an entrepreneur
- C.** Discuss the advantages and disadvantages of entrepreneurship as a career choice
- D.** Introduce the management, financial, marketing and legal skills necessary to successfully operate and grow an entrepreneurial business venture.
- E.** Evaluate the methods of entering an entrepreneurial venture to include starting a new business, buying an existing business, and becoming a franchisee
- F.** Identify global aspects of an entrepreneurial business

**III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES**

- A.** Student Learning Outcomes: *Students will be able to*
  - 1.** Understand Entrepreneurship Today
    - a.** Define the role of the entrepreneur in business
    - b.** Describe the entrepreneurial profile
    - c.** Evaluate your potential as an entrepreneur
    - d.** Explain the issues that are driving the growth of entrepreneurship
  - 2.** Move from Idea to Reality
    - a.** Describe the role of creativity and innovation in entrepreneurship
    - b.** Discuss the importance of continually analyzing, adapting, and improving the entrepreneurial business
    - c.** Identify methods entrepreneurs utilize to continually improve their product or service and the strategies of operating their entrepreneurial business
  - 3.** Identify Management Topics as Related to Entrepreneurship
    - a.** Describe the importance of strategic management to a small entrepreneurial business
    - b.** Describe the importance of strategic marketing strategies to a small entrepreneurial business
    - c.** Explain why and how a small business must create a competitive advantage in the market.

- d. Explain the importance of effective financial management in developing, growing, and sustaining an entrepreneurial business venture.
  - e. Analyze the importance of legal issues in the successful operation of an entrepreneurial business.
  - f. Identify the impact of technology to entrepreneurial business ventures.
  - g. Analyze global issues for entrepreneurial businesses.
- B. General Education Learning Outcomes (GELOs)**
- 1. GELO 3: Critical Thinking & Problem Solving  
Outcome 1: Collect, identify, interpret and analyze data.  
Outcome 2: Synthesize information to arrive at reasoned solutions to problems.  
Outcome 4: evaluated the validity of arguments, alternatives, data, outcomes, and/or impacts of actions.
  - 2. GELO 6: Career and Life Skills  
Outcome 2: Acquire entrepreneurial skills and attitudes.

#### **IV. CONTENT/TOPICAL OUTLINE**

- A. Unit I**
  - 1. Explain the nature of entrepreneurship as a method of business ownership
  - 2. Explore the characteristics of an entrepreneur
  - 3. Discuss the advantages and disadvantages of entrepreneurship as a career choice
- B. Unit II**
  - 1. Recognize the management, financial, marketing and legal skills necessary to successfully operate and grow an entrepreneurial business venture
  - 2. Identify and evaluate the methods of entering an entrepreneurial venture to include starting a new business, buying an existing business, and becoming a franchisee
  - 3. Identify global aspects of an entrepreneurial business

#### **V. INSTRUCTIONAL MATERIALS**

- A. Recommended text(s):** Bamford, *Entrepreneurship*, Current Edition, McGraw-Hill, Connect.
  - 1. Ebook/DDA is used for this course.

#### **VI. METHODS OF PRESENTATION/INSTRUCTION**

- A.** Explanation and/or lecture
- B.** Video presentation
- C.** Student reports
- D.** Role play
- E.** Guest speaker
- F.** Small group activities
- G.** Discussion
- H.** PowerPoint presentation
- I.** Field trips
- J.** Internet activities

#### **VII. METHODS OF EVALUATION**

- A.** Course grades, at the determination of the instructor, will be based on class and group participation, daily work, exams, presentations, projects, papers, and/or a portfolio.
- B.** Instructors will distribute and discuss the evaluation process and his/her grading policies with the students at the beginning of the term.
- C. SCC STANDARD GRADING SCALE POLICY:**

A+	95-100	C+	75-79
A	90-94	C	70-74
B+	85-89	D+	65-69
B	80-84	D	60-64

**VIII. SPECIFIC COURSE REQUIREMENTS**

- A. Course Prerequisite: None
- B. Grade Requirement: C or better
- C. Policies and procedures: Please review "Policies and Procedures" handout specific to this instructor.