

SOUTHEAST COMMUNITY COLLEGE
BUSINESS DIVISION
Business Program
Revision Date: 08-21-23

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 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/COMPETENCIES: *Course will:*

- A. Explain the nature of entrepreneurship as a form of business ownership
- B. Explore the characteristics of an entrepreneur
- C. Discuss the advantages and disadvantages of entrepreneurship as a career choice
- D. Explore entrepreneurial opportunities in a relevant geographic location.
- E. Introduce the management, financial, marketing and legal skills necessary to successfully operate and grow an entrepreneurial business venture
- F. Evaluate the methods of entering an entrepreneurial venture to include starting a new business, buying an existing business, and becoming a franchisee
- G. 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*
 - a. Define the role of the entrepreneur in business
 - b. Describe the entrepreneurial profile
 - c. Evaluate your potential as an entrepreneur
 - d. Explain the forces of entrepreneurial growth
 - e. Describe the role of creativity and innovation in entrepreneurship
 - f. Discuss the importance of continually analyzing, adapting, and improving the entrepreneurial business
 - g. Identify methods entrepreneurs utilize to continually improve their product or service and the strategies of operating their entrepreneurial business
 - h. Describe the importance of strategic management to an entrepreneurial business
 - i. Describe the importance of strategic marketing strategies to an entrepreneurial business
 - j. Identify the importance of a competitive advantage for an entrepreneurial venture
 - k. Explain how an entrepreneurial business can create a competitive advantage
 - l. Explain effective financial management in an entrepreneurial business venture
 - m. Recognize legal issues affecting an entrepreneurial business
 - n. Identify the impact of technology on entrepreneurial business ventures
 - o. Explore 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: Evaluate 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

1. Evaluate the methods of entering an entrepreneurial venture to include starting a new business, buying an existing business, and becoming a franchisee
2. Identify global aspects of an entrepreneurial business
- A. Unit I
 1. Explain the nature of entrepreneurship as a form of business ownership
 2. Explore entrepreneurial opportunities in a relevant geographic location
 3. Explore the characteristics of an entrepreneur
 4. 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. Bamford, *Entrepreneurship*, Current Edition, McGraw-Hill, Connect.
 1. Ebook/DDA is used for this course.

VI. METHODS OF PRESENTATION/INSTRUCTION (*can vary per instructor*)

- 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
- K. Student run enterprise
- L. Entrepreneurial interviews

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
		F	Below 60

VIII. SPECIFIC COURSE REQUIREMENTS

- A.** Grade Requirement: C or better to transfer
- B.** Policies and procedures: Please review “Policies and Procedures” handout specific to this instructor
- C.** It is important for students to check requirements at the transfer institution they plan to attend