

**SOUTHEAST COMMUNITY COLLEGE**  
**BUSINESS DIVISION**  
**Business Program**  
**Revision Date: 08-17-26**

**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. Explore the characteristics of an entrepreneur.
- B. Examine the advantages and disadvantages of entrepreneurship as a career choice
- C. Explore entrepreneurial opportunities in a relevant geographic location.
- D. Recognize 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*
  - a. Define the role of the entrepreneur in business and describe entrepreneurial traits.
  - b. Evaluate your potential as an entrepreneur.
  - c. Explain the forces of entrepreneurial growth by using creativity and innovation.
  - d. Examine the importance of continually analyzing, adapting, and improving the entrepreneurial business.
  - e. Identify methods entrepreneurs utilize to continually improve their product or service and the strategies of operating their entrepreneurial business.
  - f. Describe the importance of strategic marketing and management to an entrepreneurial business.
  - g. Identify the importance of a competitive advantage for an entrepreneurial venture.
  - h. Explain how an entrepreneurial business can create a competitive advantage.
  - i. Explain effective financial management in an entrepreneurial business venture.
  - j. Recognize legal issues affecting an entrepreneurial business.
  - k. Identify the impact of technology on entrepreneurial business ventures.
  - l. Describe 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. Explore entrepreneurial opportunities in a relevant geographic location.
  - 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. 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