

# SYLLABUS

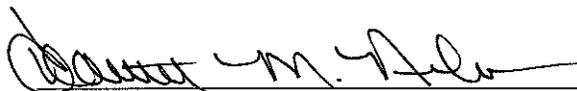
## INTRODUCTION TO ENTREPRENEURSHIP ENTR1050

2011

Nebraska Community College Initiative

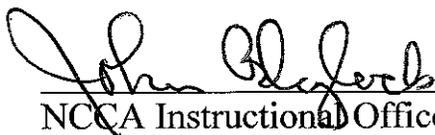
### Committee Members:

Doris Lux	Central Community College	Gene Manhart	Central Community College
Marcene Wurdeman	Central Community College	Heather Nelson	Metro Community College
Cinch Munson	Mid-Plains Community College	Angie Shaffer	Northeast Community College
Tim Mittan	Southeast Community College	Susan Pallas	Southeast Community College
Kathy Eitzmann	Southeast Community College	Beth Deinert	Southeast Community College
Judy Amoo	Western Community College	Chuck Karpf	Western Community College
Kathy Thornton	University of Nebraska – Lincoln	Gregg Christiansen	Department of Education



Group Leader

Date June 2, 2011



NCCA Instructional Officer Chair

Date June 30, 2011

**Instructor:**  
**Telephone:**  
**E-mail:**

**Office:**  
**Office Hours:**

## 1. CATALOG DESCRIPTION

Course Number: ENTR 1050  
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 semester / 4.5 quarter hours  
Contact Hours: 45 hours  
Lecture/Classroom .....45 hours

## 2. COURSE OBJECTIVES/ COMPETENCIES

### a. Objectives *Course will:*

- 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.
- 4) Recognize the management, financial, marketing and legal skills necessary to successfully operate and grow an entrepreneurial business venture.
- 5) Identify and evaluate the methods of entering an entrepreneurial venture to include starting a new business, buying an existing business, and becoming a franchisee.
- 6) Identify global aspects of an entrepreneurial business.
- 7) Determine the role of an entrepreneurship in the students' individual futures.

### b. Competencies *Students will be able to:*

- 1) Understand Entrepreneurship Today
  - (a) Define the role of the entrepreneur in business
  - (b) Describe the entrepreneurial profile and evaluate your potential as an entrepreneur.
  - (c) Describe the entrepreneurial profile and evaluate your potential as an entrepreneur.
  - (d) Identify and explain the issues that are driving the growth of entrepreneurship.

- 2) How to Move from Idea to Reality
  - (a) Describe why creativity and innovation are such an integral part of entrepreneurship.
  - (b) Understand how entrepreneurs enhance their own creativity and that of their employees.
  - (c) Discuss the importance of continually analyzing, adapting, and improving the entrepreneurial business.
  - (d) Identify methods entrepreneurs utilize to continually improve their product or service and the strategies of operating their entrepreneurial business.
- 3) Understand Marketing and Management as it relates to Entrepreneurship
  - (a) Understand the importance of strategic marketing and management to a small entrepreneurial business.
  - (b) Explain why and how a small business must create a competitive advantage in the market.
  - (c) Explain the importance of effective financial management in developing, growing, and sustaining an entrepreneurial business venture.
  - (d) Recognize and understand the importance of legal skills in the successful operation of an entrepreneurial business.
  - (e) Identify the opportunity and impact of technology to entrepreneurial business ventures.
  - (f) Analyze global issues and opportunities for entrepreneurial businesses.

### 3. INSTRUCTIONAL MATERIALS

#### **Recommended text (s):**

*Entrepreneurship: Starting and Operating a Small Business by Mariotti\**

*Patterns of Entrepreneurship by Jack Kaplan; Wiley*

*Profiles in Entrepreneurship by Nelson and Bell; Thompson*

*Entrepreneurship/Small Business Management by Earl Meyer and Kathleen Allen; Glencoe*

*How to Start and Operate a Small Business; National Federation for Teaching Entrepreneurship; Prentice Hall*

*StrengthsQuest; Clifton*

*Essential of Entrepreneurship by Zimmerer and Scarborough; Prentice Hall;*

*Current Edition; Rober Price (use as supplemental material)*

### 4. COURSE CONTENT

#### **Unit I**

1. Explain the nature of entrepreneurship as a method of business ownership
2. Explore the characteristics of an entrepreneur

## **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

## **Unit III**

1. Discuss the advantages and disadvantages of entrepreneurship as a career choice
2. Determine the role of an entrepreneurship in the students' individual futures

### **5. SPECIFIC COURSE REQUIREMENTS (can vary per instructor)**

### **6. 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

### **7. 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.