

Common Course Outline for: BUSN 1125 Entrepreneurship

A. Course Description

1. Number of credits: 3
2. Prerequisites: none
3. Co-requisites: none

Catalogue description: Examines the skills needed to be a successful entrepreneur, and assesses the personal and financial resources needed for successful setup of a company.

B. Date last revised: November 2016

C. Outline of Major Content Areas

The Entrepreneurial Process

The Opportunity Focus: Recognizing, Shaping, and Evaluating

The Entrepreneurial Mind

The Family Business

Shaping a Personal Entrepreneurial Strategy

The Entrepreneurial Approach to Resources

Overview of the Business Plan

Overview of Financing - Sources of Capital and Process for obtaining it

D. Course Learning Outcomes

Upon successful completion of the course, the student will be able to:

1. Analyze the mindset and skills of successful entrepreneurs.
2. Evaluate oneself as a potential entrepreneur.
3. Describe factors that are unique to family-run businesses.
4. Evaluate the possibilities for a new business including new idea development, existing business acquisition, and franchising.
5. Evaluate resources integral to the start-up of an organization.

E. Methods for Assessing Student Learning Can include: Tests

Case Studies

Projects

Reports

Class Participation

In class/Out of class assignments and projects

Students should consult their course syllabus for specific grading policies.

F. Special Information: none

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