

Fond du Lac Tribal and Community College
COURSE OUTLINE

I. Catalog Information

A. Title of Course: Introduction to Entrepreneurship

B. Course Designator: BUS 1002

C. Number of Credits: Lecture 3 Lab _____ D. Control Number: 30

E. Catalog/Course description:

This course is for anyone interested in starting a business, working with an entrepreneurial company, or using entrepreneurial ideas to revitalize a larger company. The course uses different learning media, especially cases, to examine the life cycle of opportunities in new and established business contexts. This involves identifying a winning business opportunity, getting funding for and launching the opportunity, growing the business and harvesting the rewards. The course invites you to consider how your entrepreneurial initiative can make a difference to business and society.

F. Course prerequisites: None

G. Date Approved: 08/20/09

Date Revised: 02/08/11

II. Course Materials (Recommended course materials and resources. List all that apply, e.g. textbooks, workbooks, study guides, lab manuals, videos, guest lecturers)

Textbook:

Entrepreneurship: Starting and Operating a Small Business 2e, Mariotti, Steve,
Prentice Hall, 2010.

Ripples from the Zambezi: Passion, Entrepreneurship and the Rebirth of Local Economies,
Sirilli, Ernesto, New Society Publishers, 2006.

III. Learning Goals, Outcomes, and Assessment Minimum of one goal and two learning outcomes in each competency. *If your course does not meet one of the Competencies Across the Curriculum, please justify your rationale.* Minimum of two assessment measures for each learning outcome. Add other goals and outcomes as needed. If this course is part of the Minnesota Transfer Curriculum (MTC), attach the MTC goals, outcomes, and your assessment measures to this form; if possible, use them to complete the information below.

A. Information Literacy (the ability to use print and/or non-print tools effectively for the discovery, acquisition, and evaluation of information as well as core computer tools for the manipulation and presentation of information.)

1. Learning Goals:

Goal: Develop a basic understanding of what entrepreneurship is today.

2. Learning Outcomes and Assessments

Outcome: Define the role of the entrepreneur in business.

Outcome: Describe the important role small businesses play in the nation's economy.

Outcome: Describe the entrepreneurial profile and evaluate your potential as an entrepreneur.

Outcome: Identify and explain the issues that are driving the growth of entrepreneurship.

Assessment: Class discussions and participation Assessment: Individual and group projects.
Assessment: Case analysis and application Assessment: Testing situations.
Assessment: Use of technology as demonstrated through class situations.

B. Ability to Communicate (the ability to listen, read, comprehend, and/or deliver information in a variety of formats.)

1. Learning Goals:

Goal: Discuss how entrepreneurs move ideas to reality.

2. Learning Outcomes and Assessments:

Outcome: Describe why creativity and innovation are such an integral part of entrepreneurship.

Outcome: Understand how entrepreneurs enhance their own creativity and that of their employees.

Outcome: Discuss the importance of continually analyzing, adapting, and improving the entrepreneurial business.

Assessment: Class discussions and participation Assessment: Individual and group projects.

Assessment: Case analysis and application Assessment: Testing situations.

Assessment: Use of technology as demonstrated through class situations.

C. Problem Solving (the ability to conceptualize, apply, analyze, synthesize, and/or evaluate information to formulate and solve problems.)

1. Learning Goals:

Goal: Analyze the concept of strategic marketing and management for the entrepreneur.

2. Learning Outcomes and Assessments:

Outcome: Understand the importance of strategic marketing and management to a small entrepreneurial business.

Outcome: Explain why and how a small business must create a competitive advantage in the market.

Outcome: Explain the importance of effective financial management in developing, growing, and sustaining an entrepreneurial business venture.

Outcome: Recognize and understand the importance of legal skills in the successful operation of an entrepreneurial business.

Outcome: Identify the opportunity and impact of technology to entrepreneurial business ventures.

Outcome: Analyze global issues and opportunities for entrepreneurial businesses.

Assessment: Class discussions and participation Assessment: Individual and group projects.

Assessment: Case analysis and application Assessment: Testing situations.

Assessment: Use of technology as demonstrated through class situations.

D. Culture (knowledge of Anishinaabe traditions and culture, knowledge of one's own traditions and culture, knowledge of others' traditions and cultures, and/or respect for global diversity.)

1. Learning Goals:

Goal: Discuss how entrepreneurs move ideas to reality with emphasis on the unique culture of the nature of entrepreneurship.

2. Learning Outcomes and Assessments:

Outcome: Describe why creativity and innovation are such an integral part of entrepreneurship.

Outcome: Understand how entrepreneurs enhance their own creativity and that of their employees.

Outcome: Discuss the importance of continually analyzing, adapting, and improving the entrepreneurial business.

Outcome: Identify methods entrepreneurs utilize to continually improve their product or service and the strategies of operating their entrepreneurial business. Assessment: Class discussions and participation

Assessment: Individual and group projects.

Assessment: Case analysis and application.

Assessment: Testing situations

Assessment: Use of technology as demonstrated through class situations

Documentation for MnTC – None

IV. Course Content (Outline the major topics covered in this course.)

1. Explain the nature of entrepreneurship as a method of business ownership.
2. Explore the characteristics of an entrepreneur.
3. Evaluate one's own motivation for becoming an entrepreneur.
4. Discuss the advantages and disadvantages of entrepreneurship as a career choice.
5. Identify the structure of entrepreneurial businesses.
6. Analyze the opportunity and impact of technology on entrepreneurial businesses.
7. Recognize the management, financial, marketing and legal skills necessary to successfully operate and grow an entrepreneurial business venture.
8. Recognize the challenge to the entrepreneur of continually analyzing and adapting the products, services and operation of their entrepreneurial business venture.
9. Identify and evaluate the methods of entering an entrepreneurial venture to include starting a new business, buying an existing business, and becoming a franchisee.
10. Identify global aspects of an entrepreneurial business.
11. Review current trends and issues in entrepreneurship.

(revised October 2009)