

## Course Outline

### 1. **Course Number/Title:** Bus204, Introduction to Entrepreneurship

**Credits:** 3 hours

### 2. **Course Description:** This course serves to construct a foundation of analytical skills and character traits which support the design and launch of an entrepreneurial venture. First, Bus204 introduces the student to a set of practical skills useful in summarizing, monitoring, and predicting business performance. Secondly, the course invites an exploration of the outlook and personal values related to nurturing a successful business enterprise.

In the second component of the course, students explore fundamental questions about the cultivation of character. As a further point of inquiry, they examine the ways in which personal values translate into successful business practices.

### 3. **Course Goals:**

Students will be able to identify unique characteristics of an entrepreneur and evaluate the degree to which they possess those characteristics. This includes knowing the role of the entrepreneur in business, recognizing opportunity and pursuit and problem identification and solutions. Students will be able to describe a management plan for an entrepreneurial venture including: establishing a vision; hiring people who share the vision; building teams to fulfill the vision; and monitoring the achievement of the vision.

Students will be asked to apply economic concepts when making decisions for an entrepreneurial venture including: the economic way of thinking; characteristics of a market economy; the function of price; the role of profit/risk; and the role of the government.

### 4. **Course Learning Outcomes:** This eight-session curriculum lays the groundwork for cultivating the habits of successful business leadership in the context of also living an enriched and meaningful life. After completing this course, the student will be able to:

1. Gain an appreciation and understanding of entrepreneurial concepts and the processes of entrepreneurship.
2. Identify the many ways in which entrepreneurship manifests itself, including start-up contexts, corporate contexts, social contexts, public sector contexts, and others;
3. Develop an appreciation for opportunity, how to recognize it, and how to evaluate it;
4. Understand the process nature of entrepreneurship, and ways to manage the process;
5. Distinguish between management and leadership
6. Define the habits of independence and time management

7. Appreciate the role of entrepreneurship within society, at the level of the organization, and in your own personal life
8. Recognize the entrepreneurial potential within yourself and others in your immediate circle of family, friends and business associates.

#### **5. Course Concepts:**

1. Entrepreneurial processes
2. Entrepreneurship contexts
3. Appreciation for opportunity
4. Nature of entrepreneurship
5. Management and leadership
6. Cultivating effective personal habits
7. Entrepreneurship within society
8. Recognize entrepreneurial potential

#### **6. Required Texts:**

Covey, Stephen. *The 7 Habits of Highly Effective People*. New York: Free Press, 2004. ISBN: 978-0-7432-6951-3 Price at Amazon.com is \$12.00

Gerber, Michael E. *The E. Myth Revisited*. New York: Harper Business, 1995. ISBN 0-88730-728-0 Price at Amazon.com is \$5.00

Gordon, Michael. *Entrepreneurship 101* New Jersey: John Wiley & Sons, Inc., 2010 ISBN: 978-0-470-46718-3 Price at Amazon.com \$14.35

Zaleznik, Abraham. *Managers and Leaders: Are They Different?* Boston: Harvard, 1977. HBR Reprint R0401G \$6.50

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#### **7. Recommended Reading**

Collins, Jim. *Good to Great: Why Some Companies Make the Leap ...and Others Don't*. New York: Collins Business; 2001. ISBN-13 978-0066620992 Price at Amazon.com \$10.39