

COURSE OUTLINE

1. Course Number and Name: Bus3105, Entrepreneurship

Credits: 3

2. Course Description: This course helps students envision and design a business suitable for their own enterprise. It aims to help students measure their expectations with practical aspects of running a business, and then formulate a step-by-step approach for conceiving and launching a sustainable venture. It focuses on the concepts, skills, information, attitudes, and rewards of entrepreneurship. Students learn how to recognize opportunities and act on them. They also learn how to orchestrate the talents of others into one cohesive organization. Upon completion of this curriculum, the student should be able to recognize business opportunities, have an awareness of the basic problems in pursuing these opportunities, and be able to demonstrate the planning process of a business start-up. Course content develops the skills of applying practical logic to entrepreneurial situations and facilitates the process of converting motivations into measurable objectives.

3. Course Objectives: In the process of creating a practical and fundable business plan, students will evaluate their own suitability for the life of the entrepreneur. They also acquire skills of using the case study method to identify solutions for operational challenges. As a further point, they learn to conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) in order to envision the best market positioning for their commercial endeavors.

4. Course Learning Outcomes:

1. Identify the market and operational factors that typically correlate with business success
2. Assess lifestyle changes required to launch and sustain a business venture
3. Identify ways to generate and evaluate ideas for possible business ventures
4. Construct a business strategy using the concept of SWOT analysis, value chain analysis, or the concept of competitive advantage
5. Incorporate accounting information into the process of making business decisions
6. Determine the information necessary to construct a successful business plan
7. Develop a strategy for dealing with business risk
8. Assess the legal environment in which a business enterprise will operate

9. Design strategies for recruiting and retaining employees
10. Assess the ethical implications of business decisions and strategies
11. Author a business plan

5. Course Concepts:

1. The life of the entrepreneur
2. SWOT analysis
3. Cash flow statements
4. Sources of business financing
5. The business plan

6. Required Text:

Katz, Jerome and Richard Green. *Entrepreneurial Small Business*, 2nd ed. New York: McGraw-Hill Irwin, 2008. ISBN: 13: 9780073405063.