

COURSE OUTLINE

ENTR-100

Introduction to the Entrepreneurial Process

2 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

This interdisciplinary course is designed to help students to discover and develop the personal attributes needed to become a successful entrepreneur or intrapreneur. The core of the course focuses on the discovery and understanding of entrepreneurial attitudes and behaviors within oneself. The student will begin to understand the competencies required to be an entrepreneur through case studies, creative problem solving and exercises aimed at self-development. Students will identify, discuss and grow an idea about a business they might one day start. They will have an opportunity to participate in the business planning process. Credit will only be granted for one of the following: ENTR-100 or ENTR-101 (2 credit hours)

Statement on General Education and Liberal Learning

A liberal education prepares students to lead ethical, productive, and creative lives and to understand how the pursuit of lifelong learning and critical thinking fosters good citizenship. General education courses form the core of a liberal education within the higher education curriculum and provide a coherent intellectual experience for all students by introducing the fundamental concepts and methods of inquiry in the areas of mathematics, the physical and natural sciences, the social sciences, the arts and the humanities, and composition. This course is part of the general education core experience at Howard Community College.

Overall Course Objectives

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

1. Realize their own unique aptitude for entrepreneurship or intrapreneurship.
2. Have the competency to leverage their personal skills and characteristics in business as an entrepreneur or an intrapreneur.
3. Recognize opportunities in life and how one might apply those opportunities to business.
4. Identify and grow their own business idea.
5. Explain what is meant by an entrepreneurial mindset and give examples of behaviors that may result from such a mindset.
6. Explain the business planning process.
7. Utilize their increased self knowledge in their lives as students, employees and business owners.
8. Discuss notable entrepreneurs and the ways that they have contributed to global society and economy.
9. Develop basic computer literacy skills applicable to the entrepreneurial world.

Major Topics

- I. What does it take to be an entrepreneur?
 - A. Exploration of purpose and meaning.
 - B. Development of my innovative business idea.
- II. Entrepreneurship
 - A. Definition and philosophy
 - B. History
 - C. Role within the economy
 - D. Social implications

- III. Intrapreneurship
 - A. Definition and Philosophy
 - B. Creativity within large and small business.
 - C. Individual (career management)

- IV. Entrepreneurial style
 - A. Nature vs. nurture (personality traits, teachable behaviors)
 - B. Strengths and weaknesses
 - C. Sustainable across time and organizational settings

- V. Entrepreneurs as role models
 - A. Famous (and not so famous) entrepreneurs and what we can learn from them

- VI. Creative problem-solving
 - A. Courage to create
 - B. Overcoming obstacles
 - C. Selling your idea to others

- VII. The entrepreneurial management process
 - A. Opportunity and the entrepreneur
 - B. Analyzing and testing opportunity

- VIII. Business concepts/models
 - A. From solution to innovative product/service
 - B. From product/service to business concept: value proposition

- IX. Computer Literacy in Entrepreneurship

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member, but will include the following: midterm examination, class participation, case study presentation (team), original business concept and feasibility study, final examination.

Writing: Specific writing assignments will be determined by the individual faculty member, but will include essay tests, journaling, and preparation of a business concept.

Other Course Information

ENTR-100 is an Interdisciplinary and Emerging Issues Core Course. It draws upon the disciplines of history, sociology, economics, psychology, the arts, and business management.