

COURSE OUTLINE

ENTR-101

Entrepreneurship and Creativity

3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

This interdisciplinary course is designed to introduce students to the concept of sustainable entrepreneurship, a manageable process that can be applied across careers and work settings. It focuses on building entrepreneurial attitudes and behaviors that will lead to creative solutions within community and organizational environments. Course topics include the history of entrepreneurship, the role of entrepreneurs and intrapreneurs in the 21st century global economy, and the identification of entrepreneurial opportunities. The elements of creative problem-solving, the development of a business concept/model, the examination of feasibility studies, and the social/moral/ethical implications of entrepreneurship will be incorporated. This course is directed toward forging views of entrepreneurship and intrapreneurship as they operate in today's world. Credit will only be granted for one of the following: ENTR-100 or ENTR-101. Prerequisite: ENGL-121. (3 hours weekly)

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. Define entrepreneurship within the context of society, organizations and individuals.
2. Demonstrate an understanding of the impact of entrepreneurship on the economy.
3. Recognize entrepreneurial attitudes and behaviors within him/herself and others.
4. Distinguish between an entrepreneurial and a conventional approach to management.
5. Recognize and overcome obstacles to creative problem-solving.
6. Describe the elements of an effective business model/plan.
7. Develop a concept for an innovative product or service in his or her own area of interest.
8. Recognize that entrepreneurial success in the 21st century depends on teamwork and diversity.
9. Develop a personal framework for managing the ethical dilemmas and social responsibilities facing entrepreneurs.
10. Describe the leadership styles of entrepreneurs who have been successful in different sectors (e.g., start-ups, corporations, community, public sector, etc.).
11. Identify traits/characteristics of an entrepreneur/intrapreneur as exhibited in behavior.
12. Analyze elements of the entrepreneurial mind set and discuss the implications for functioning as a successful entrepreneur.

Major Topics

- I. Entrepreneurship
 - A. Definition and philosophy
 - B. History
 - C. Role within the economy
- II. Entrepreneurship in different contexts
 - A. Social (donating profits, “doing good”, non-profit)
 - B. Organizational (start-ups, corporate, public sector)
 - C. Individual (career management)

- III. Types of new ventures
 - A. Franchises
 - B. Family businesses
 - C. Business-within-a-business (entrepreneurship)
 - D. Start-ups
- IV. Entrepreneurial style
 - A. Nature vs. nurture (personality traits, teachable behaviors)
 - B. Strengths and weaknesses
 - C. Sustainable across time and organizational settings
- V. Creative problem-solving
 - A. Courage to create
 - B. Overcoming obstacles
 - C. Selling your idea to others
- VI. The entrepreneurial management process
 - A. Opportunity and the entrepreneur
 - 1. Recognizing and testing opportunity
 - 2. Developing and testing the business concept
 - 3. Building a team (diversity, roles)
 - B. Analyzing and testing opportunity
 - 1. Analyzing industry risks and benefits
 - 2. Analyzing customer risks and benefits
 - 3. Analyzing product/service risks and benefits
 - 4. Analyzing financial and legal risks
 - C. Preparing for the future - planning for growth
- VII. Business concepts/models
 - A. From solution to innovative product/service
 - B. From product/service to business concept (value proposition)
 - C. From business concept to feasibility study
- VIII. Ethics and social responsibility
 - A. Dilemmas and choices (partners vs. solo, money and control, technology and innovation, etc.)
 - B. Giving back to the community
 - C. Case studies
- IX. Entrepreneurs as role models
 - A. Famous (and not so famous) entrepreneurs and what we can learn from them
 - B. Differences in experience and leadership style

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 feasibility study.

Other Course Information

ENTR-101 is an Interdisciplinary and Emerging Issues Core Course. It draws upon the disciplines of history, sociology, economics, psychology, the arts, and business management.