

COURSE OUTLINE

ENTR-102

Entrepreneurial Assessment

1 Semester Hour

HOWARD COMMUNITY COLLEGE

Description

This course is a guided process that establishes a link between the entrepreneur and the Center for Entrepreneurial and Business Excellence (CEBE). The entrepreneur will be able to identify the needs and goals of his existing or proposed business and determine the status of development and operation. An assessment report will develop from initial input from the entrepreneur to the business coach. Based on recommendations, the entrepreneur will analyze methods and pathways to pursue in accord with the services and curricula offered by the CEBE. (1 hour weekly)

Overall Course Objectives

Upon completion of the assessment, the entrepreneur will be able to:

1. Explain the purpose and goals in starting or owning a business.
2. Demonstrate the ability to effectively communicate the business idea.
3. Define the business opportunities inherent in the proposal.
4. Develop and analyze the three most important features of the business product or service.
5. Describe basic customer needs that the product or service will fulfill.
6. Identify and describe intended and likely customers for the product or service.
7. Describe the proposed link between the customer and the product or service and explain why customers would choose the product or service over others.
8. Construct a plan that demonstrates revenue procurement and stability.

Major Topics

- I. Identifying the purpose of the proposed or existing business.
- II. How to develop and communicate the business idea.
- III. Identifying and analyzing the potential business market.
- IV. How to delineate a product or service.
- V. Evaluation of expected and requisite revenue generation.

Grading and Evaluation

Summary evaluation will be based on the student/entrepreneur's oral presentation or written summary and documented progress towards building a business.

Other

This course is a Business elective.