

# **COURSE OUTLINE**

## **ENTR-103**

### **Starting Your Own Business I**

3 Semester Hours

## **HOWARD COMMUNITY COLLEGE**

### **Description**

ENTR-103 provides the entrepreneur with a guide through the process of business start up or enhancement. Following the completion of the ENTR-103, the entrepreneur will bring the business to successful launch or have discovered ways to improve the existing business. Goals and progress toward goals are reviewed with changes made as needed. The entrepreneur participates in networking with other businesses and resources. The entrepreneur uses these resources to enhance business opportunities. Prerequisite: ENTR-102 (3 hours weekly)

### **Overall Course Objectives**

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

1. Analyze the entrepreneurial assessment report.
2. Prepare a plan to address major points of the assessment.
3. Analyze the challenges inherent in the proposed or existing business.
4. Employ a problem solving approach to remedy obstacles to successful business operation.
5. Select and utilize resources appropriate to the development of a successful business.
6. Develop an evaluative process to be implemented on an ongoing basis to enhance business operations.

### **Major Topics**

- I. Implementation of assessment recommendations.
- II. Establishment of benchmarks and timelines.
- III. Recognizing and resolving business challenges.
- IV. The power of business networking.
- V. Launching your business.
- VI. Certification

### **Evaluation and Grading**

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.