

COURSE OUTLINE

ENTR-120

Entrepreneurship in Practice

3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

This second-level course is designed to prepare business students and others to succeed in the new, global economy by teaching them to think and act like entrepreneurs. Students will learn the skills required to launch and manage new ventures, within or outside of the corporate environment. Case studies, virtual enterprises, simulations, and interaction with local entrepreneurs will allow students to practice and refine their entrepreneurial skills. Course topics include recognizing opportunity and risk, developing a business model, securing resources, managing the new venture, ethical issues, and planning for growth and change. Pre-requisites: Eligibility to enroll in ENGL-121. (3 hours weekly)

Overall Course Objectives

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

1. Discuss entrepreneurial discovery processes.
2. Develop a business concept.
3. Recognize business opportunities and risks.
4. Articulate a personal code of ethics to guide entrepreneurial decision-making.
5. Prepare a feasibility plan.
6. Describe the processes used to acquire the financial and human resources for venture creation/start-up.
7. Demonstrate an understanding of business planning (legal issues, marketing, finance, and management/organization).
8. Discuss early management issues including staffing, operations, production, etc.
9. Demonstrate an understanding of how businesses grow and change.

Major Topics

- I Discovery (Standards A.01-A.08*)
 - A. Understanding Entrepreneurship
 - B. Ethics, Social Responsibility, and the Start-up Venture
 - C. Recognizing and Creating Opportunity
 - D. Learning an Industry
- II Concept Development (Standards A.09-A.15*)
 - A. Developing and Testing a Business Concept
 - B. The Founding Team
 - C. Analyzing Legal Risks and Benefits
- III Resourcing (Standards A.16-23*)
 - A. Financing Start-up and Growth

IV Actualization (Standards A. 16 & A.24-A.34*)

A. Developing a Business Model

V Harvesting (Standards A.35-A.38*)

A. Planning for Growth and Change

*Refers to the “National Content Standards for Entrepreneurship Education” developed by the Consortium for Entrepreneurship Education (www.entre-ed.org)

Course Requirements

Students who have NOT completed ENTR 101 should read Chapter 1 of the text before the first class.

Grading/exams: Grading procedures will be determined by the individual faculty member but will include the following: Case analyses, Simulations, book report, quizzes, written and oral reports, and class participation.

Writing: Specific writing assignments will be determined by the individual faculty member.

Other Course Information

This course serves as a Business elective.