**BARTON COMMUNITY COLLEGE**

**COURSE SYLLABUS**

# **GENERAL COURSE INFORMATION**

Course Number: BUSI 1814

Course Title: Entrepreneurship I

Credit Hours: 3

Prerequisite: BUSI 1815 Introduction to Entrepreneurship with a grade of “C” or better

Division/Discipline: Workforce Training and Community Education, Business

## Course Description**:** Entrepreneurship I is a continuation of the Introduction to Entrepreneurship course and will build on the knowledge and skills gained in the pre-requisite course. The course will include skills and strategies in opportunity recognition, market assessment, social need, feasibility plans, structure, costs and sustainability.Course curriculum conforms to National Business Education Association (NBEA) and Ewing Marion Kauffman Foundation 2007 Standards.

# **INSTRUCTOR INFORMATION**

# **COLLEGE POLICIES**

Students and faculty of Barton Community College constitute a special community engaged in the process of education. The College assumes that its students and faculty will demonstrate a code of personal honor that is based upon courtesy, integrity, common sense, and respect for others both within and outside the classroom.

Plagiarism on any academic endeavors at Barton Community College will not be tolerated. The student is responsible for learning the rules of, and avoiding instances of, intentional or unintentional plagiarism. Information about academic integrity is located in the Student Handbook.

The College reserves the right to suspend a student for conduct that is determined to be detrimental to the College educational endeavors as outlined in the College Catalog, Student Handbook, and College Policy & Procedure Manual. (Most up-to-date documents are available on the College webpage.)

Any student seeking an accommodation under the provisions of the Americans with Disability Act (ADA) is to notify Student Support Services via email at [disabilityservices@bartonccc.edu](mailto:disabilityservices@bartonccc.edu).

# **COURSE AS VIEWED IN THE TOTAL CURRICULUM**

Entrepreneurship I will be required of all students completing the Business, Management and Leadership 18 hour Entrepreneurship certificate and those who desire to own their own business in the future will be encouraged to complete it also. This course also serves as an elective for several degrees offered at Barton. This course is a continuation of Introduction to Entrepreneurship course and will build on the skills and knowledge gained. Through the use of real-world examples, guest speakers and experiential learning activities, students gain knowledge and important skills to assist them in being successful entrepreneurs.

# **ASSESSMENT OF STUDENT LEARNING**

Barton Community College is committed to the assessment of student learning and to quality education. Assessment activities provide a means to develop an understanding of how students learn, what they know, and what they can do with their knowledge. Results from these various activities guide Barton, as a learning college, in finding ways to improve student learning.

Course Outcomes, Competencies, and Supplemental Competencies:

1. Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics.
   1. Explain and evaluate the primary characteristics of a successful entrepreneur.
   2. Identify advantages and disadvantages of being an entrepreneur.
   3. Analyze the degree to which one possesses the characteristics of an entrepreneur.
   4. Apply problem-solving skills to overcome obstacles.
2. Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.
   1. Define and explain market share.
   2. Calculate market share as a percentage of unit sales.
   3. Calculate market share as a percentage of revenue.
   4. Identify ways market share calculations are used in marketing.
   5. Describe how market share calculations are used in developing strategic plans for a business.
   6. Define marketing segmentation.
   7. Identify factors used by marketers to segment a market.
   8. Define demographic, geographic, psychographic, and benefit segmentation.
   9. Describe the importance of segmentation strategies when designing a marketing plan.
   10. Use market segmentation to design the framework of a marketing plan.
3. Apply economic concepts when making decisions for an entrepreneurial venture.
   1. Describe how all entrepreneurs incur costs when producing goods and services.
   2. Define fixed costs, variable costs, total costs, marginal costs and average costs.
   3. Calculate such costs of production.
   4. Develop techniques in cost minimization.
   5. Explain how entrepreneurs can use an understanding of costs to contribute to profit maximization.
   6. Identify examples of the government’s role in the marketplace in our economy.
4. Use the financial concepts and tools needed by the entrepreneur in making business decisions.
   1. Identify sources for financing a new business.
   2. Describe the benefits and drawbacks of the various sources of financing.
   3. Describe the differences between debt and equity financing.
   4. Describe factors to consider when obtaining financing a new business.
   5. Select appropriate sources for financing a new business.
   6. Define break-even point.
   7. Describe the differences between fixed expenses and variable expenses.
   8. Identify examples of fixed expenses and variable expenses
   9. Calculate the break-eve point for a business.
5. Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions.
   1. Define the term forecasting.
   2. Identify approaches to forecasting sales.
   3. Describe external factors affecting sales forecasts.
   4. Describe internal factors affecting sales forecasts.
   5. Forecast sales.
   6. Define market demand.
   7. Identify factors impacting market demand.
   8. Explain the relationship of stock-on-hand and forecasted sales to making purchase decisions.
   9. Explain the relationship of retail price and forecasted sales.
   10. Calculate planned purchases.
   11. Determine if purchase decisions are profitable.
6. Develop a management plan for an entrepreneurial venture.
   1. Use criteria to determine whether an employee should be hired.
   2. Develop specifications and descriptions for jobs.
   3. Develop a want ad from a job specification.
   4. Identify traditional and contemporary motivation theories.
   5. Identify a variety of methods to motivate others to work toward a common goal.
   6. Compare various methods of employee training and development.
   7. Describe the processes involved in evaluating, promoting, and dismissing employees.
   8. Utilize available resources to obtain names and addresses of businesses.
7. Analyze the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace.
   1. Explain the advantages and disadvantages of international trade.
   2. Outline the interdependence of nations.
   3. Identify three types of trade barriers.
   4. Name the major agreements governing world trade today.
8. Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial ventures.
   1. Explain the statutory requirements for a patent.
   2. Outline the procedures involved in applying for a patent.
   3. Explain the statutory requirements for a copyright.
   4. Outline the procedures for applying for a copyright.
   5. Determine how proper values can be promoted in the workplace.
   6. Identify the role of codes of conduct and ethical pledges in ethical decision making in business.
   7. Create a plan for reducing business risk.
   8. Describe the purposes of business taxes.
   9. Suggest ways that businesses can reduce their taxes.
9. Understand the implications and importance of technology in business operations.
   1. Recognize the importance of technology to business operations and performance.
   2. Use interacting Internet technologies to identify and solve various business problems, including developing a business “presence” on the internet.
10. **INSTRUCTOR'S EXPECTATIONS OF STUDENTS IN CLASS**

# **TEXTBOOKS AND OTHER REQUIRED MATERIALS**

# **REFERENCES**

# **METHODS OF INSTRUCTION AND EVALUATION**

# **ATTENDANCE REQUIREMENTS**

1. **COURSE OUTLINE**