

COURSE SYLLABUS

LAST REVIEW	Spring 2021
COURSE TITLE	Introduction to Entrepreneurship
COURSE NUMBER	BUSN 0262
DIVISION	Math, Science, Business & Technology
DEPARTMENT	Business
CIP CODE	52.0101
CREDIT HOURS	3
CONTACT HOURS/WEEK	Class: 3
PREREQUISITES	None
COURSE PLACEMENT	Students must meet the correct placement measure for this course. Information may be found at: https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html

COURSE DESCRIPTION

This course provides a thoughtful, practical guide to the process of successfully launching and growing an entrepreneurial firm. To do this, the course provides you with a thorough analysis of the entrepreneurial process.

PROGRAM LEARNING OUTCOMES

Marketing AAS Program Learning Outcomes

1. Explain concepts related to the four Ps of marketing (Price, Product, Promotion, and Place) and demonstrate how they contribute to the overall operation of an organization.
2. Analyze, organize, and execute basic business and marketing strategies
3. Describe how internal and external forces impact the various departments within an organization - to include operations, finance, marketing, production, and human resources.
4. Apply marketing principles to business and marketing issues.

TEXTBOOKS

<http://kckccbookstore.com/>

METHODS OF INSTRUCTION

A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom.

Methodology will be selected to best meet student needs.

COURSE OUTLINE

- I. The Entrepreneurial mind-set in the 21st Century
 - A. Entrepreneurship: Evolutionary Development – Revolutionary Impact
 - B. The Entrepreneurial Mind-Set in Individuals: Cognition and Ethics
 - C. The Entrepreneurial Mind-Set in Organizations: Corporate Entrepreneurship
 - D. Social Entrepreneurship and the Global Environment for Entrepreneurship
- II. Initiating entrepreneurial ventures
 - A. Innovation: The Creative Pursuit of Ideas
 - B. Assessment of Entrepreneurial Opportunities
 - C. Pathways to Entrepreneurial Ventures
 - D. Sources of Capital for Entrepreneurs
- III. Developing the entrepreneurial plan
 - A. Legal Challenges for Entrepreneurial Ventures
 - B. Marketing Challenges for Entrepreneurial Ventures
 - C. Financial Preparation for Entrepreneurial Ventures
 - D. Developing an Effective Business Plan
- IV. Growth strategies for entrepreneurial ventures
 - A. Strategic Entrepreneurial Growth
 - B. Valuation of Entrepreneurial Ventures
 - C. Harvesting the Entrepreneurial Venture

COURSE LEARNING OUTCOMES

Upon successful completion of this course, the student will:

- A. Be able to identify and describe the characteristics of entrepreneurs.
- B. Be able to discuss developing successful business ideas.
- C. Be able to discuss moving from an ideal to an entrepreneur firm.
- D. Be able to explain how to manage and grown an entrepreneurial firm.

ASSESSMENT OF COURSE LEARNING OUTCOMES

Student progress is evaluated through both formative and summative assessment methods. Specific details may be found in the instructor's course information document.

COLLEGE POLICIES AND PROCEDURES

Student Handbook

<https://www.kckcc.edu/files/docs/student-resources/student-handbook-and-code-of-conduct.pdf>

College Catalog

<https://www.kckcc.edu/academics/catalog/index.html>

College Policies and Statements

<https://www.kckcc.edu/about/policies-statements/index.html>

Accessibility and Accommodations

<https://www.kckcc.edu/academics/resources/student-accessibility-support-services/index.html>.