

# COURSE SYLLABUS

<b>Course Title:</b>	Entrepreneurship	<b>Date submitted:</b>	Spring 2014 (AAC: 14-26)	
<b>Department:</b>	Business & Technology			
<b>Curriculum:</b>	Business Administration			
<b>Course Descriptors:</b> Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.	<b>Course Code:</b> (eg. ACC 101)	BES*218	<b>Prerequisites:</b>	
	<b>Course Type:</b>	L	C- or better in Principles of Marketing (BMK*201), Principles of Financial Accounting (ACC*113), and Composition (ENG*101), or permission of Department Chair.	
	A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture N: M: Seminar Internship P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/ Clinical/Lab Z: Combined Lecture/Studio			
	<b>Elective Type:</b>	G	<b>Corequisites:</b>	
	E: English FA: Fine Arts HI: History HU: Humanities LAS: Liberal Arts & Sciences FL: Foreign Language M: Math S: Science SS: Social Science G: General		None	
	<b>Credit Hours:</b>	3		<b>Other Requirements:</b>
	<b>Developmental:</b> (yes/no)	No		Some computer lab use required for internet research
	<b>Contact Hours:</b>	Lecture: 3		
		Clinical: 0		
		Lab: 0		
	Studio: 0			
	Other: 0			
	TOTAL: 3			
<b>Class Maximum:</b>	35			
<b>Semesters Offered:</b>	F			
<b>Ability-Based Education (ABE) Statement:</b>	At Tunxis Community College students are assessed on the knowledge and skills they have learned. The faculty identified the General Education Abilities critical to students' success in their professional and personal lives. In every class, students are assessed on course abilities, sometimes program abilities, and, in most classes, at least one General Education Ability. Students will receive an evaluation of the degree to which they have demonstrated or not demonstrated that General Education Ability.			
<b>Catalog Course Description:</b>	Introduces students to the art of entrepreneurship and the skills needed for starting and managing small businesses. It begins with a self-assessment of entrepreneurial skills and continues through a survey of all the major issues in new and small business management. Students are expected to develop a complete business plan. The teaching methodology relies heavily on experimental exercises, student team projects and case studies.			
<b>Topical Outline:</b> List course content in outline format.	<ol style="list-style-type: none"> <li>1. Definition and importance of entrepreneurship: entrepreneurial and intreprenuerial mind; entrepreneurial process</li> <li>2. The individual entrepreneurial and international opportunities</li> <li>3. The Business concept: generating ideas; product planning &amp; development; target market;; product/service benefits</li> </ol>			

	<ol style="list-style-type: none"> <li>4. Legal issues: intellectual property; product safety, liability, insurance; contracts</li> <li>5. The Business Plan</li> <li>6. The Marketing plan: marketing research; marketing mix (product/service, pricing distribution, promotion).</li> <li>7. The Financial Plan: operating &amp; capital budgets; pro-forma income statement, cash flow projection, &amp; balance sheet</li> <li>8. The organizational plan: legal forms of business; organization design, job descriptions, job specifications</li> <li>9. Sources of capital, informal risk and venture capital</li> <li>9. Preparation for New Venture launch</li> <li>10. Managing Early Growth of the New Venture</li> <li>11. New Venture Expansion Strategies and Issues</li> <li>12. Going Public</li> <li>13. Ending the Venture</li> <li>14. Analysis</li> <li>15. Synthesis</li> </ol>
<p><b>Outcomes:</b> Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.</p>	<p><b>Upon successful completion of this course, the student will be able to do the following:</b></p> <p><b>COURSE:</b></p> <ol style="list-style-type: none"> <li>1. create a business concept including description of the product/service, customers, benefits and distribution methods</li> <li>2. research and analyze industry data, including industry trends, forecasts, and competitors</li> <li>3. create a business plan: design a marketing plan which includes strategy, product/service, pricing, distribution, and promotion; construct a financial plan which includes pro-forma financial statements (i.e. income statement, cash flow projection, balance sheet); and compose organizational and production plans that are appropriate for the business concepts and are related to the marketing and financial plans</li> <li>4. support the business concept with sources of capital</li> <li>5. justify and defend their business plan in a presentation to their peers which include: mission sources and application of start-up-funds, risk and contingency plans, operations growth strategies, and conclusion of the enterprise</li> </ol> <p><b>PROGRAM:</b> <i>(Numbering reflects Program Outcomes as they appear in the college catalog)</i></p> <p><b><u>Business Administration Program</u></b></p> <ol style="list-style-type: none"> <li>1. successfully complete the business administration core courses and demonstrate competencies necessary for success in business administration including an understanding of:             <ol style="list-style-type: none"> <li>a) the role of accounting and finance in the management of a business enterprise</li> <li>b) various micro- and macroeconomic principles and their influence on the organizational decision-making process</li> <li>c) the role of marketing in the business environment and applying core marketing principles to the development of business strategy and decision-making process</li> <li>d) the impact of leadership, employee behavior, organizational culture, group dynamics, and the team-based approach in defining organizational culture, and attaining organizational goals and objectives</li> <li>e) the ethical and legal implications of managerial decisions and the effect of</li> </ol> </li> </ol>

	<p>those decisions on organizational stakeholders</p> <ol style="list-style-type: none"> <li>demonstrate the ability to integrate knowledge and apply learned skills for real-world business decision making</li> <li>demonstrate proficiency in the General Education Abilities as they apply to the business professions</li> </ol> <p><b>GENERAL EDUCATION:</b> <i>(Numbering reflects General Education Outcomes as they appear in the college catalog)</i></p> <p><b>2. Critical Analysis/ Logical Thinking</b> - Students will be able to organize, interpret, and evaluate evidence and ideas within and across disciplines; draw reasoned inferences and defensible conclusions; and solve problems and make decisions based on analytical processes.</p> <p><b>Demonstrates:</b> Identifies the issue(s); formulates an argument; explains and analyzes relationships clearly; draws reasonable inferences and conclusions that are logical and defensible; provides support by evaluating credible sources of evidence necessary to justify conclusions.</p> <p><b>Does Not Demonstrate:</b> Identifies few or no issues; formulates an argument without significant focus; provides an unclear explanation of analysis and relationships; drawing few reasonable inferences and conclusions that are illogical and indefensible; provides little to no support using credible sources of evidence necessary to justify conclusions.</p> <p><b>11. Written Communication (embedded)</b> - Students will be prepared to develop written texts of varying lengths and styles that communicate effectively and appropriately across a variety of settings.</p> <p><b>Demonstrates:</b> Writes articulate texts using appropriate evidence and appeals as determined by the rhetorical situation.</p> <p><b>Does Not Demonstrate:</b> Writes texts lacking appropriate evidence and appeals as determined by the rhetorical situation.</p>
<p><b>Evaluation:</b> List how the above outcomes will be assessed.</p>	<p><b>Assessment will be based on the following criteria:</b></p> <ol style="list-style-type: none"> <li>examinations</li> <li>papers</li> <li>quizzes</li> <li>oral presentations</li> <li>group projects</li> </ol>
<p><b>Instructional Resources:</b> List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.</p>	<p><b>Required:</b> Some of the class periods may be conducted in a computer lab to guide students through doing research on the internet.</p> <p><b>Desired:</b> None</p>
<p><b>Textbook(s)</b></p>	<p>Refer to current academic year printout</p>