

Business Department Course Outline

ENTR 1003 INTRODUCTION TO ENTREPRENEURSHIP (F)

Catalog Description

An introduction to the role of entrepreneurial businesses in the U.S., the impact of entrepreneurial businesses on the U.S. and global economy, how ideas become businesses, how entrepreneurs operate within a company, and the general precepts of entrepreneurial businesses.

Prerequisite

None

Credit Hours/Contact Hours/Load Hours

3/3/3

Target Audience & Transfer

This course is the introductory course for students interested in entrepreneurship and is designed for students seeking the AAS Degree in Business Management with the entrepreneurial option. This course presents an overview of the entrepreneurial process, both successful and unsuccessful entrepreneurial businesses and prepares students to engage in the entrepreneurial process. This course WILL NOT transfer to the Walton College of Business and might not transfer to other 4-year institutions.

Student Learning Outcomes

Students completing this course will:

- Explain the importance of entrepreneurial businesses in the US and global economy.
- Illustrate how entrepreneurial businesses start and evolve and the steps involved in the process.
- Analyze and discuss why certain entrepreneurial businesses succeeded or failed.
- Assess successful entrepreneurial strategies.
- List current trends in entrepreneurship.
- Prepare case studies of successful and unsuccessful entrepreneurial businesses.
- Explain the concept of intrapreneurship within companies.

Topics

- Entrepreneurship in today's marketplace
- Entrepreneurship in the global marketplace
- Intrapreneurship
- Business plans

Forms of Assessment

Written exams, quizzes, projects, presentations, exercises, and case studies.

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