

# BUS C141: INTRODUCTION TO ENTREPRENEURSHIP

Item	Value
Top Code	050640 - Small Business and Entrepreneurship
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

## Course Description

This course facilitates the exploration of launching a business and becoming an entrepreneur. The course introduces the concepts and application of Human-Centered Design (HCD) to uncover the needs of current and future customers. Lean startup techniques will be examined to provide strategies for estimating costs and acquiring the initial funds for starting a business. These activities will prepare students to develop a summary business plan and for success in subsequent entrepreneurship coursework. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Describe the elements of the entrepreneurial process, including relevant business terminology.
2. Analyze and define current and future markets to generate a needs assessment.
3. Develop and present a business plan summary.

## Course Objectives

- 1. Review relevant entrepreneurship terminology.
- 2. Compare and contrast business types
- 3. Outline steps to conduct a needs assessment
- 4. Distinguish the different pathways to entrepreneurship
- 5. Describe characteristics of target markets.
- 6. Estimate your start up, operational costs, and forecasted revenue.
- 7. Compare and contrast initial funding options.
- 8. Articulate the components of a business plan.
- 9. Identify ethical and legal concerns and issues in a business environment.

## Lecture Content

Identify Entrepreneurial Opportunity Business Modeling Business Planning The Entrepreneurial Mindset Entrepreneurial Journey and Pathways The Process of Becoming an Entrepreneur Entrepreneurial Pathways Frameworks to Inform Your Entrepreneurial Path Creativity, Innovation, and Invention Tools for Creativity and Innovation Creativity, Innovation, and Invention: How They Differ Developing Ideas,

Innovations, and Inventions Entrepreneurial Marketing and Sales Entrepreneurial Marketing and the Marketing Mix Market Research, Market Opportunity Recognition, and Target Market Marketing Techniques and Tools for Entrepreneurs Entrepreneurial Branding Entrepreneurial Finance and Accounting Overview of Entrepreneurial Finance and Accounting Strategies Special Funding Strategies Accounting Basics for Entrepreneurs Fundamentals of Resource Planning Types of Resources Using the PEST Framework to Assess Resource Needs Managing Resources over the Venture Life Cycle The Ethical and Social Responsibilities of Entrepreneurs Ethical and Legal Issues in Entrepreneurship Corporate Social Responsibility and Social Entrepreneurship Developing a Workplace Culture of Ethical Excellence and Accountability Business Structure Options: Legal, Tax, and Risk Issues Corporations Partnerships and Joint Ventures Limited Liability Companies Sole Proprietorships Problem-Solving and Need Recognition Techniques Problem-Solving to Find Entrepreneurial Solutions Creative Problem-Solving Process Design Thinking</ li> Lean Processes Telling Your Entrepreneurial Story and Pitching the Idea Clarifying Your Vision, Mission, and Goals Sharing Your Entrepreneurial Story Developing Pitches for Various Audiences and Goals Protecting Your Idea and Polishing the Pitch through Feedback Reality Check: Contests and Competitions

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)
- Video one-way (ITV, video) (63)

## Instructional Techniques

This course may be taught using multiple methods of support including classroom, video, audio, multi-media, correspondence, and online strategies. Instructors utilize learning strategies, including lectures; cooperative learning groups; written homework assignments; self-paced independent study using textbooks, video lessons, audio segments, computer software, or online systems; demonstrations or discussions; presentations by students to software or online systems; demonstrations or discussions; presentations by students to the instructor or for class presentation; research projects; journals; and various types of assessment by quiz and exam, including open-ended, close-ended, multiple choice, and essay.

## Reading Assignments

Students will read assigned textbooks, current events articles, periodicals, etc., to be prepared to participate in class discussions, complete assignments, and post responses to peers.

## Writing Assignments

Students will complete sections of a complete business plan and business plan summary assignments may be included.

## Out-of-class Assignments

Students will be required to research and analyze their business, similar businesses, their chosen industry, etc.

## Demonstration of Critical Thinking

Quiz questions that evaluate students' ability to formulate arguments to plausible scenarios may be used. Demonstrations may include written critical thinking analysis/project related to text material or as workbook

supplements. Primary/secondary research, presentation, organization, and online data search/manipulation may be included.

### **Required Writing, Problem Solving, Skills Demonstration**

Students will complete sections of a complete business plan and business plan summary assignments may be included.

### **Eligible Disciplines**

Business: Master's degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelor's degree in any of the above AND master's degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelor's degree in economics with a business emphasis AND master's degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Master's degree required. Business education: Master's degree in business, business administration, or business education OR bachelor's degree in any of the above AND master's degree in vocational education OR the equivalent. Master's degree required. Management: Master's degree in business administration, business management, business education, marketing, public administration, or finance OR bachelor's degree in any of the above AND master's degree in economics, accountancy, taxation, or law OR the equivalent. Master's degree required. Marketing: Master's degree in business administration, business management, business education, marketing, advertising, or finance OR bachelor's degree in any of the above AND master's degree in economics, accountancy, taxation, or law OR the equivalent. Master's degree required.

### **Textbooks Resources**

1. Required Laverty, M. and Littell, C.. Entrepreneurship, 1.0 ed. Houston, TX: OpenStax, 2020 Rationale: -

### **Other Resources**

1. The Coastline Library 2. Other OER resources that may include: Y Combinator: <https://www.ycombinator.com/library/> Open Text Library - University of Minnesota: <https://open.umn.edu/opentextbooks/> EdX Business Course Videos: <https://www.edx.org/learn/business-administration>