I. Catalog Description and Credit Hours of Course:

Introductory course focusing on the individual entrepreneur, the generation of innovative business ideas, the creation of business ventures, and the role of entrepreneurship within society. (3 credit hours)

Course Description:

This is an introductory course focusing on the individual entrepreneur, the generation of innovative business ideas, the creation of business ventures, and the role of entrepreneurship within society. Students will experience entrepreneurship first-hand through an immersion experience, and will acquire the skills and process knowledge needed to create their own innovative for-profit or non-profit solution to a real-world market opportunity. This course covers the life dynamics surrounding the early stages of starting a business venture. Based upon a series of “experiential simulations”, students will be involved in both individual and team competitive “pitch” presentations that replicate real world start-up environments. Students will learn to identify characteristics of promising start-up industry environments and markets; to understand the process of early stage venture formation and some of the options open to founders; to understand some of the team dynamics and behaviors that might occur in a startup and to have some fun.

II. Prerequisite(s): Completion of 45 hours

III. Purposes or Objectives of the Course:

Upon completion of this course the student should be able to:

A. Recognize the entrepreneurial potential within one’s self and environments

B. Appreciate the role of entrepreneurship within society, at the organization level, and in one’s personal life

C. Identify the many ways in which entrepreneurship manifests, including start-up, corporate, social, and public sector contexts

D. Understand the process nature of entrepreneurship and ways to manage the process

E. Develop an appreciation for opportunity, how to recognize it, and how to evaluate it

F. Appraise the nature of innovative new venture concepts

G. Appreciate the ethical issues that are intimately intertwined with entrepreneurial activities and develop a personal framework for managing ethical dilemmas

IV. Student Learning Objectives:

Upon completion of this course the students will be able to:

A. explain entrepreneurship and entrepreneurship, and discuss the impact of entrepreneurial firms on economies and societies.
B. explain the difference between an opportunity and an idea, and identify the three approaches entrepreneurs use to identify opportunities.

C. describe the purpose of product/service and industry/market feasibility.

D. identify the five competitive forces that determine industry profitability.

E. identify a business model’s four major components and explain business model innovation.

F. explain the process an entrepreneur completes to create financial forecasts for a new venture.

G. explain why most new firms have to raise startup capital and the differences between the primary sources available.

V. Expectations of Students:

A. To actively participate in all class activities, experiential exercises, and discussions

B. To complete all assignments required for the course in an academically honest manner

VI. Course Content or Outline:

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<th>Course Content or Outline</th>
<th>Hours</th>
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<td>A. Introduction to entrepreneurship</td>
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<td>B. Recognizing opportunities and generating ideas</td>
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<td>C. Feasibility analysis</td>
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<td>D. Industry and competitor analysis</td>
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<td>E. Developing an effective business model</td>
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<td>F. Preparing the proper ethical and legal foundation</td>
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<td>G. Assessing a new venture’s financial strength and viability</td>
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<td>H. Building a new venture team</td>
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<td>I. Obtaining financing or funding</td>
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VII. Textbook(s) and/or Other Required Materials or Equipment

The course will use a current textbook or current textbooks and/or collection of articles and other materials. Some possible examples are:

A. Required Textbook


B. Selected Readings from Periodicals

1. *Journal of Business Venturing*
2. *Entrepreneurship: Theory and Practice*
3. *Journal of Small Business Management*
4. *Journal of Business and Entrepreneurship*
5. *Academy of Management Journal*
6. *Academy of Management Review*
7. *Entrepreneur*
8. *Fortune*
10. *Inc.*

C. Other readings as required by the instructor

VIII. Basis for Student Evaluation:

A. Mid-term examination 15%
B. Final examination 15%
C. Original concept and business model 20%
D. Group proof of concept and feasibility plan 20%
E. Group proof of concept presentation 10%
F. Group case strategy presentation 10%
G. Interview of an Entrepreneur 10%

The weight of the evaluation criteria may vary according to each instructor and will be communicated at the beginning of the course.