COURSE SYLLABUS
Southeast Missouri State University

Department of Management and Marketing

Title of Course: Entrepreneurship

Course No: IU305

Revision: Spring 2012

I. Catalog Course Description and Credit Hours of Course:

An exploration of innovation, opportunity, and new business creation as economic and personal imperatives for success in the global economy. (3 credit hours)

II. Prerequisite(s):

Completion of lower division University Studies requirements in behavioral, economic, political, and social systems.

III. Purposes or Objectives of the Course:

A. Assess the nature of entrepreneurship in the United States of America and examine the importance of the entrepreneurial process in maintaining and enhancing personal, regional, and national competiveness in a rapidly changing and increasingly integrated global economy.

B. Consider the brief history of globalization in the 21st Century; evaluate recent significant social, political, economic and technological events that converged and leveled the global economic playing field; and critically appraise entrepreneurship as an essential comparative advantage for personal and economic success in the global economy.

C. Examine the entrepreneurial process and personal characteristics of successful entrepreneurs, compare student’s personality preference, creative talents, and career interests with those of small business owners.

D. Identify how successful entrepreneurs craft, discover, and differentiate profitable and durable ideas; better understand creativity and the impact of individual differences on creative results, and practice using ones creative talents for results; research, recognize, and assess business opportunities; analyze the feasibility of a new business; and determine optimal paths to entrepreneurship.

E. Associate the nature and interdependence of entrepreneurship with other disciplines, especially economics, political science, and information technology.

F. Integrate knowledge of domestic and global political, social, economic, and technological trends with gathering and utilizing the resources and processes necessary to launch a new business, and the skills to formulate and communicate an integrated business plan.

IV. Student Learning Outcomes:

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

A. apply an entrepreneurial mindset to explore solutions for a diverse range of human problems. (University Studies Objectives 4, 5)

B. locate and gather information to select the optimal structure for a new venture. (University Studies Objectives 1, 9)

C. think critically about challenges facing entrepreneurs. (University Studies Objectives 2, 6)
V. Expectations of students:

A. Students are expected to attend class regularly, prepare for class by responding to Socratic questions covering required readings and viewings, and be prepared for and participate in field and classroom activities and discussions.

B. Students are required to reflect on and think critically about weekly readings, viewings, activities, and discussions in a written journal.

C. Students are required to provide evidence of understanding course material and the integration of concepts during the completion of exams and quizzes, class discussions and activities, and written research projects including a feasibility analysis.

D. Students are required to develop an individual or group business plan on a concept or idea of their choosing that provides a very concrete/tangible integrative exercise requiring the demonstration of understanding of the foundations of entrepreneurship, location and utilization of resources and processes required to start a new business, and clear, concise written and oral communication skills.

VI. Course Content and Outline

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<th>Class Hours</th>
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<td>A. Foundations of Entrepreneurship in the Global Economy</td>
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<td>1. Entrepreneurship in the United States</td>
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<td>2. Entrepreneurship in a Rapidly Changing and Increasing Global Economy</td>
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<td>3. Entrepreneurship and the Entrepreneur</td>
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<td>B. From Ideas to Reality</td>
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<td>1. Creativity, Innovation, and Entrepreneurship</td>
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<td>2. New and Existing Business Feasibility and Paths to Entrepreneurship</td>
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<td>C. Integrating the Foundations of Entrepreneurship in the Global Economy; Developing, Writing, and Presenting a Business Plan</td>
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<tr>
<td>1. Developing and Writing a Business Plan</td>
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<td>2. Professionally Presenting a Business Plan</td>
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VII. Textbook(s) and Course Materials

A Primary Textbook:


VIII. Basis for Student Evaluation:

A. Class Preparation and Reflection (30)
| 1. Responses to Socratic questions covering readings and viewings (15) |
| 2. Entrepreneurship Journal – weekly reflection (15) |

B. Feasibility analysis, research projects and field/classroom activities (7)

C. Quizzes and Exams (6)

E. Business Plan – written and oral presentation (1)