



BUS 25 - Introduction to Entrepreneurship

Catalog Description

Transfer Status: CSU

Unit(s): 3.00

Lecture: 51.00 Contact hours/102.00 Out of class hours/153.00 Total hours/3.00 Unit(s)

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Course Description: This course covers the practical considerations, challenges and rewards associated with starting and operating a small business. The course explores how to identify small business opportunities; the factors influencing entrepreneurial success; and financing, marketing, managing, record-keeping and computer applications to support small business operations. Each student will identify a business opportunity, then create a detailed business plan.

Objectives

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

- 1. Explain the role of small businesses in today's global economy.
2. Evaluate their potential as an entrepreneur, based on completion of assigned self-assessments.
3. Describe the advantages and disadvantages of the various ways to become an entrepreneur: small business start-up, buying an existing business or becoming a franchisee.
4. Assess business opportunities (using tools such as financial and competitive analysis) to determine their feasibility and potential.
5. Identify and discuss operations essential to small business success: marketing, managing human resources, purchasing and inventory, financial controls, legal compliance and information management.
6. Conduct small business marketing research, using primary and secondary resources.
7. Write a comprehensive business plan that provides an organized overview of the venture and identifies key business strategies and tactics.

Course Content

Topic Titles / Suggested Time Topic

Lecture

Table with 2 columns: Topics and Lec Hrs. Topics include Small Business: An Overview, Small Business Management, Entrepreneurship and Ownership, Social Responsibility, Ethics and Strategic Planning, The Business Plan, Forms of Business Organizations, Franchising and Taking Over Existing Businesses, Starting a New Business, Accounting Records and Financial Statements, Small Business Finance, The Legal Environment: Business Law and Government Regulation, Small Business Marketing: Strategy and Research, Marketing Mix: Product, Marketing Mix: Place, Marketing Mix: Price, Marketing Mix: Promotion, Human Resource Management. Total Hours: 51.00

Methods of Instruction

- A. Collaborative Group Work
B. Discussion
C. Guest Speakers
D. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
E. Lecture
F. Reading Assignments

Methods of Evaluation

- A. Exams/Tests
- B. Homework
- C. Class participation
- D. Written Assignments
- E. Business Plan

Examples of Assignments

Reading Assignments

1. Read the text material about ethics and strategic planning for entrepreneurs. Prepare for in-class discussion of some case scenarios typically faced by small business people. Be prepared to indicate what you would do and why.
2. Read the text material about sources of finance for entrepreneurs. Prepare for in-class discussion of the availability, advantages, and disadvantages of each.

Writing Assignments

1. Honestly assess yourself relative to the traits/skills of successful entrepreneurs in a 3-5 page report showcasing your competencies, identifying your weaknesses, and indicating your improvement plan.
2. For your small business idea, begin preliminary work on your marketing plan (8-10 page total). Indicate and describe your target audience(s). For each audience, identify its buying criteria, specify your strategy for gathering primary and secondary data as to the market's needs and wants, and describe your marketing mix.

Out-of-Class Assignments

1. Evaluate four prospective franchise opportunities in terms of factors such as franchisor reputation, start-up costs, ongoing franchise fees, potential return-on-investment, and the nature of ongoing operational support provided to franchisees. Document your findings in a 5-8 page business report.
2. For your small business idea, create a formal and comprehensive 15-20 page business plan and Powerpoint presentation, following the format provided by your instructor. Your report and presentation will be assessed in terms of the organization, comprehensiveness (in terms of both scope and depth), effective communication and feasibility.

Recommended Materials of Instruction

Barringer, B., & Ireland, D. (2024). *Entrepreneurship: Successfully Launching New Ventures*. Pearson, 7th. 9780138091828.

Katz & Green. (2024). *Entrepreneurship Small Business*. McGraw-Hill, 7th. 9781265758899.

Minimum Qualifications

Business (Masters Required)
Management (Masters Required)

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