

# BUS A141: INTRODUCTION TO ENTREPRENEURSHIP

Item	Value
Curriculum Committee Approval Date	09/22/2021
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
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

## Course Description

This course helps students explore, identify, and develop feasible business opportunities and innovations. Students will determine the feasibility of opportunities through evaluating the marketplace, the product/service, profitability, financial requirements, and possible outcomes. Students could start and operate a business where a business plan is not required. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Identify the elements in determining the feasibility of business opportunities.
2. Select, apply, and analyze two methods for generating business ideas and opportunities.

## Course Objectives

- 1. Discuss the importance of understanding motivation in starting and running a business.
- 2. Use innovative thinking to generate ideas for high potential startups.
- 3. Analyze the market need and customer characteristics for likely purchase behavior.
- 4. Know the steps in screening business ideas to identify those with the greatest potential.
- 5. Define integrity and understand its importance in entrepreneurship.
- 6. Describe the characteristics and value of a strong management team and set of advisors.
- 7. Use financial forecasting to evaluate the opportunity and financial requirements.
- 8. Discuss approaches to generating revenue and reducing costs.
- 9. Identify the types of risks encountered during opportunity selection, startup, and growth.
- 10. Determine appropriate marketing strategies to accomplish objectives with limited resources.

## Lecture Content

Entrepreneurial Life What is an Entrepreneur. Benefits, Opportunities and Potential Drawbacks. Entrepreneurial Characteristics. Your Motivation Competitive Edge of Entrepreneurs Ethics, Integrity, and Social Responsibility Building a Business with Ethics/Integrity Challenges and Benefits of Acting with Integrity What is Social Responsibility Driving a Business toward Social Responsibility Ideation and Business Opportunities Developing Startup Ideas Using Innovative Thinking to Generate Business Ideas Understanding Consumer Problems Developing Viable Solutions Industry and Market Analysis Choosing a Form of Ownership Sole Proprietorship. Partnership. Corporations. Market Analysis Determining Customer Needs and Wants through Market Research. Search for Possible Customer Segmentations Nature and Size of Segmentation How to Conduct Market Research. Assessing Potential Target Market(s) Nature and Size of Target Market(s) Analysis of Competitive Landscape Product Pricing Pricing for Profit The Effects of Pricing. Effective Pricing Techniques. Major Pricing Considerations. Consumer Credit. Government Regulation Impacts Patents, Trademarks, and Copyrights. Government Regulation of Small Businesses. Understanding Financial Statements The Income Statement The Balance Sheet The Cash Flow Statement Forecasting Financial Information Assumptions for Forecasting Profitability Cash Needs Break-even Analysis Sources of Financing Debt and Equity Angel and Venture Capital Bootstrapping Crowdfunding Marketing Product Development Promotions Strategies Distribution Strategies Management and Additional Resources Acquiring the right people and organizational structure Management Advisors SBA

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

## Instructional Techniques

Lecture, presentation material/slides Class discussions Reading assignments form handouts, online resources, and textbook Videos Written assignments Project activities

## Reading Assignments

Textbook Articles For example: Cash to Cash Analysis and Management by Paul Hutchison, Theodore Farris II, and Susan Anders. The Mom Test by Rob Fitzpatrick The Long Interview by Grant McCracken Case Studies For example: Ethics on hiring Financial Statement Analysis

## Writing Assignments

Each student will submit a written assignment (of at least one page in length) on at least one assigned topic. For example: Some sections of a Feasibility Study Business Canvas Model Executive Summary

## Out-of-class Assignments

Reading (32 Hours) Research (38 Hours) (examples of possible research: Online, library, in-person observations and/or interviews) For example: Using survey tools such as SurveyMonkey One-on-one interviews VALS and Claritas tools Writing assignments (38 Hours) (an example of a possible writing assignment: completing business model canvas)

## Demonstration of Critical Thinking

Exams on course content and lectures, comprehension, analysis and problem-solving skills. Written assignments on one or more selected

topics, - preparation of a feasibility study, analysis of a business case study problem, or other appropriate subjects.

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

Each student will submit a written assignment (of at least one page in length) on at least one assigned topic.

## **Eligible Disciplines**

Business: Masters degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelors degree in any of the above AND masters degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelors degree in economics with a business emphasis AND masters degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Masters degree required. Business: Masters degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelors degree in any of the above AND masters degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelors degree in economics with a business emphasis AND masters degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Masters degree required.

## **Textbooks Resources**

1. Required Barringer, Bruce, and Ireland, Duane. Entrepreneurship: Successfully Launching New Ventures, , 5th ed. Prentice Hall, , 2016
2. Required Longenecker, Justin; Petty, William; Palich, Leslie; and Hoy, Frank. Small Business Mangement: Launching and Growing Entrepreneurial Venture, 17th ed. Cengage Learning, , 2014
3. Required Katz, Jerome. Entrepreneurial Small Business, 5th ed. McGraw-Hill Education, 2018
4. Required Bamford, Charles, and Bruton, Garry. Entrepreneurship: The Art, Science, and Process for Success, , 2nd ed. McGraw-Hill Education, 2016