

## COURSE OUTLINE

**DISCIPLINE:** Entrepreneurship

1. **COURSE IDENTIFICATION:** ENTRE 100
2. **COURSE TITLE:** Introduction to Entrepreneurship
3. **TOTAL UNITS:** 3  
Lecture Hours: Normal: 54 Range: 48-54  
Outside-of-Class Hours: Normal: 108 Range: 96-108
4. **GRADING:**
  - a. Letter Grade (Credit)
  - b. Pass/No Pass (Non-credit)
5. **NUMBER OF TIMES A COURSE MAY BE TAKEN:**
  - a. Once (Credit)
  - b. Unlimited (Non-credit)
6. **REQUIRED AND/OR RECOMMENDED BACKGROUND:**

Prerequisite(s): None  
Corequisite(s): None  
Advisory: None  
Advisory - Concurrent Enrollment: None  
Advisory - Prior Enrollment: None
7. **CATALOG DESCRIPTION:** This course is designed for those interested in starting their own business, either as their primary income or extra income, including individual contributor businesses such as freelancers, contractors, consultants, and others in the gig economy. The curriculum is centered on three key aspects of entrepreneurship: 1) the individual, their traits, skills, and attributes that make entrepreneurs successful, 2) the business ideas, how to generate them, where to look for them, how to expand them, and 3) how to ensure they are valid business ideas with potential to meet profit goals. These elements, developed in the course, will assist any current or potential entrepreneur develop and grow a business now or in the future.
8. **CONTENT**
  - a. Entrepreneurship
    - i. Definition of a "business"
    - ii. Evolution of entrepreneurship in today's economy
  - b. Personal Evaluation
    - i. Definition of "success"
    - ii. Entrepreneurial attributes, traits, skills for success
    - iii. Personal assessment
    - iv. Personal development plans
    - v. Learned entrepreneurial traits
    - vi. Personal potential as an entrepreneur

- c. Ideas to Opportunities
  - i. Generating business ideas
  - ii. Locating business ideas
  - iii. Expanding the ideas
- d. Validating the opportunity
  - i. Feasibility analysis
  - ii. Customer identification
  - iii. Environmental scan
  - iv. Competitive assessment
  - v. Profitability

#### **9. OBJECTIVES: Update Objectives**

- a. Understand the traits, skills, attitudes and drive necessary to be a successful entrepreneur.
- b. Identify personal strengths and weaknesses matching the profiles of successful small business owners.
- c. Develop personal growth plans to address weaknesses and capitalize on strengths in order to increase their potential to succeed in small business.
- d. Understand the needs of target markets related to potential viable business idea.
- e. Size the potential market for potential viable idea.
- f. Develop initial sales, profit, competitive landscape and future growth for potential viable business idea.
- g. Match potential viable idea to personal assessment profile.

#### **10. METHODS OF INSTRUCTION - May include any of the following:**Lecture

- a. Guest speakers
- b. Internet instruction
- c. Collaborative group work
- d. Web-based presentations
- e. Outside research
- f. Small group or directed class discussions
- g. Student-instructor conferences
- h. Study groups
- i. Audio visual presentations
- j. Field trips

#### **11. OUT-OF-CLASS ASSIGNMENTS - May include any of the following:**

- a. **READING:** Students will read course materials pertaining to design thinking and prepare for in class discussion.

- b. **WRITING:** Student will assemble a journal of ideas and opportunities to use as a resource for other courses and other homework assignments within the Entrepreneurship Program.
- c. **CRITICAL THINKING:** Groups will brainstorm, develop ideas, critique ideas, demonstrate understanding of course theory and practices.

**12. METHODS OF EVALUATION - May include any of the following:**

- a. Grading scale specified in the course syllabus
- b. Analytical projects
- c. Application of knowledge/skill
- d. Class presentations
- e. Completion of homework assignments
- f. Creative projects
- g. Demonstrated ability
- h. Essay exams
- i. Essays
- j. Group projects
- k. Journals
- l. Notebooks
- m. Oral reports
- n. Participation in classroom discussion
- o. Portfolios
- p. Problem sets
- q. Research papers
- r. Research projects
- s. Simulations
- t. Written essays, reports

**13. RECOMMENDED TEXTS AND SUPPORTING REFERENCES:**

- a. **TEXTS:**
  - i. Who Owns the Ice House.
  - ii. Swanson, Lee A. Business Plan Development Guide. 8<sup>th</sup> Edition. OER  
<https://open.umn.edu/opentextbooks/textbooks/business-plan-development-guide>
  - iii. Swanson, Lee A. Entrepreneurship and Innovation Tool Kit. 3rd Edition OER  
<https://open.umn.edu/opentextbooks/textbooks/entrepreneurship-and-innovation-toolkit>
- b. **Software:**
  - i. Gale - Cengage product