

Prepared by the Department of Business

Date of Departmental Approval: March 2, 2015

Date Approved by Curriculum and Programs: March 9, 2015

Effective: Fall 2015

1. **Course Number:** ENT108
Course Title: Introduction to Entrepreneurship
2. **Description:** This course provides an overview of the entrepreneurial process of creating businesses, non-profits and other new ventures. Students learn about the roles and attributes of successful entrepreneurs while undergoing a rigorous self-assessment process. Students interview a local entrepreneur, participate in case studies related to new ventures and have the opportunity to learn directly from a variety speakers invited to class to share their start up experiences, including ethical dilemmas and other obstacles they will face as entrepreneurs.
3. **Student Learning Outcomes:** Upon successful completion of this course, students are able to do the following.
 - Describe the roles and attributes of successful entrepreneurship in a global environment
 - Conduct a rigorous self-assessment process
 - Analyze scenarios related to new venture creation
 - List relevant factors in both successful and unsuccessful start-up experiences
 - Apply solutions to ethical dilemmas and other obstacles typically faced by entrepreneurs
 - Compare and contrast one's self-assessment to entrepreneurial theory and practice
4. **Credits:** 3 credits
5. **Satisfies General Education Requirement:** No
6. **Prerequisite:** None
7. **Semesters Offered:** Fall, Spring, Summer
8. **Suggested General Guidelines for Evaluation:** The course grade is based upon an evaluation of homework assignments, quizzes, exams, essays, and a term project.
9. **General Topical Outline:** (Optional)
 - The entrepreneurial process and framework
 - Entrepreneurial support organizations
 - Opportunity recognition and screening
 - The small business environment
 - Pathways to new venture creation
 - Marketing a new venture
 - The business plan development process
 - New venture accounting, financing and cash management
 - Risk management and insurance
 - Asset management
 - Legal structure
 - Intellectual property