EASTERN ARIZONA COLLEGE
Introduction to Entrepreneurship
Course Design
2016-2017

Course Information
Division: Business
Course Number: SBM 110
Title: Introduction to Entrepreneurship
Credits: 3
Developed by: Scott Russell
Lecture/Lab Ratio: 3 Lecture/0 Lab
Transfer Status: AGB Dept Elective, MGT Departmental Elective, Elective Credit

Activity Course: No
CIP Code: 52.0703
Assessment Mode: Pre/Post Test (25 Questions/50 Points)
Semester Taught: Fall
GE Category: None
Separate Lab: No
Awareness Course: No
Intensive Writing Course: No

Prerequisites
None

Educational Value
To acquaint students with the entrepreneurial concepts and current practices of managing a business. The course surveys the concepts and procedures needed to operate a successful business. It ranges from the decisions an entrepreneur would face in the initial start-up stages through the principles and practices needed in any business’s day-to-day operations. It also acquaints students with planning procedures, the regulatory environment, and sources of assistance available along the way.

Description
Introduces the entrepreneurial concepts of business management, including planning, raising capital, using business information, managing employees, and marketing products and services. The course includes the principles needed to operate a business and is designed for those who plan to have their own businesses and for those who desire to upgrade their skills in business management.
Supplies
None

Competencies and Performance Standards

1. Analyze the variety of entrepreneurial opportunities available in the United States.
   
   Learning objectives
   What you will learn as you master the competency:
   a. Examine the different methods an entrepreneur can use to start a business.
   b. Demonstrate how to obtain a competitive advantage in the marketplace.
   
   Performance Standards
   Competence will be demonstrated:
   o upon satisfactory completion of "hands-on" activities
   o upon satisfactory participation in and completion of case assignments
   o upon satisfactory completion of written exam
   
   Criteria - Performance will be satisfactory when:
   o learner examines the different methods an entrepreneur can use to start a business
   o learner demonstrates how to obtain a competitive advantage in the marketplace

2. Develop the concepts for a business plan for a new venture.
   
   Learning objectives
   What you will learn as you master the competency:
   a. Explain the role of the business plan.
   b. Develop a simplified new venture business plan.
   c. Illustrate how to select a business management team.
   d. Evaluate the various form of business organization.
   e. Outline the various sources of business financing.
   
   Performance Standards
   Competence will be demonstrated:
   o upon satisfactory completion of "hands-on" activities
   o upon satisfactory participation in and completion of case assignments
   o upon satisfactory completion of written exam
   
   Criteria - Performance will be satisfactory when:
   o learner explains the role of the business plan
   o learner develops a simplified new venture business plan
   o learner illustrates how to select a business management team
   o learner evaluates the various form of business organization
   o learner outlines the various sources of business financing
3. Demonstrate a working knowledge of small business marketing.

Learning objectives
What you will learn as you master the competency:

a. Explain the importance of customer loyalty.

b. Demonstrate a working knowledge of product strategy.

c. Outline the various pricing and credit strategies.

d. Outline the facets of promotional strategy.

e. Demonstrate usage of distribution channels.

f. Show the importance of global markets for small business.

Performance Standards
Competence will be demonstrated:

- upon satisfactory completion of "hands-on" activities
- upon satisfactory participation in and completion of case assignments
- upon satisfactory completion of written exam

Criteria - Performance will be satisfactory when:

- learner explains the importance of customer loyalty
- learner demonstrates a working knowledge of product strategy
- learner outlines the various pricing and credit strategies
- learner outlines the facets of promotional strategy
- learner demonstrates usage of distribution channels
- learner shows the importance of global markets for small business

4. Explain the concepts involved in managing small business operations.

Learning objectives
What you will learn as you master the competency:

a. Identify the social and ethical issues facing the entrepreneur.

b. Characterize the aspects of professional management in the growing firm.

c. Demonstrate how to properly manage human resources.

Performance Standards
Competence will be demonstrated:

- upon satisfactory completion of "hands-on" activities
- upon satisfactory participation in and completion of case assignments
- upon satisfactory completion of written exam

Criteria - Performance will be satisfactory when:

- learner identifies the social and ethical issues facing the entrepreneur
- learner characterizes the aspects of professional management in the growing firm
- learner demonstrates how to properly manage human resources
5. Simulate a small business financial plan.

Learning objectives

What you will learn as you master the competency:

a. Use the appropriate tools to evaluate financial performance.
b. Show how to effectively manage business assets.
c. Explain the risk and insurance issues faced by the entrepreneur.

Performance Standards

Competence will be demonstrated:

○ upon satisfactory completion of "hands-on" activities
○ upon satisfactory participation in and completion of case assignments
○ upon satisfactory completion of written exam

Criteria - Performance will be satisfactory when:

○ learner uses the appropriate tools to evaluate financial performance
○ learner shows how to effectively manage business assets
○ learner explains the risk and insurance issues faced by the entrepreneur

6. Explore pros and cons of utilizing online opportunities in business.

Learning objectives

What you will learn as you master the competency:

a. Analyze the benefits of having an online business.
b. Discuss the importance of establishing a social media presence.
c. Define crowd funding.
d. Explore advertising and marketing options via the Internet.

Performance Standards

Competence will be demonstrated:

○ upon satisfactory completion of "hands-on" activities
○ upon satisfactory participation in and completion of case assignments
○ upon satisfactory completion of written exam

Criteria - Performance will be satisfactory when:

○ learner analyzes the benefits of having an online business
○ learner discusses the importance of establishing a social media presence
○ learner defines crowd funding
○ learner explores advertising and marketing options via the Internet

Types of Instruction

Classroom presentation and discussion
Grading Policy

Grading Rationale
Business article analysis (4) – 20%
In-class discussion and assignments – 60%
Mid-term exam and other exams – 10%
Post-test – 10%
Total possible – 100%

Grading Scale
A  90-100%
B  80-89%
C  70-79%
D  60-69%
F  Below 60%