

**Department:**

Business

**Course Description:**

This course will provide a study of the basic entrepreneurial process. The course will cover opportunity recognition, entry strategies, market opportunities and marketing, creation of a successful business plan, financial projections, venture capital, debt and other forms of financing, external assistance for startups and small businesses, legal and tax issues, intellectual property, franchising, and entrepreneurship economics.

**Course Competencies:**

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

1. Define entrepreneurship and explain its role and contribution to personal, school, and community life.
2. Apply entrepreneurial skills that will contribute to the success of the practical learning experience.
3. Assess opportunities at home, school, and in the community, and apply entrepreneurial skills and knowledge to develop those opportunities.
4. Generate and assess ideas to be partnered with a legitimate opportunity at home, school, or in the community.
5. Investigate the types of resources that may be used to evaluate and plan an entrepreneurial venture.
6. Develop a business plan that can be used as a planning tool for a specific opportunity.
7. Explore the career choices available to the Entrepreneur or Intrapreneurs.

**Course Content:**

- A. Decision to Become an Entrepreneur
- B. Developing Successful Business Ideas
  1. Recognizing Opportunities and Generating Ideas
  2. Feasibility Analysis
  3. Writing a Business Plan
  4. Industry and Competitor Analysis
  5. Developing an Effective Business Model
- C. Moving from Idea to an Entrepreneurial Firm
  1. Preparing the Ethical and Legal Foundation
  2. Assessing Financial Strength and Viability
  3. Building a New Venture Team
  4. Getting Financing or Funding
- D. Managing and Growing an Entrepreneurial Firm
  1. Unique Marketing Issues
  2. The Importance of Intellectual Property
  3. Preparing for and Evaluating the Challenges of Growth

4. Strategies for Firm Growth
5. Franchising

## Learning Assessments:

Assessment techniques may include, but are not limited to, study guides, entrepreneurial experiences, reflection papers, videos, book reviews, guest speakers, chapter exams, developing a business plan, and presentations.

## Instructional Materials:

Textbook: Barringer, B. R., & Ireland, R. D. (2016). *Entrepreneurship: Successfully Launching New Ventures* (5th ed.). Pearson. ISBN13: 978-0133797190

### **Guidelines for Requesting Accommodations Based on Documented Disability or Medical Condition**

It is the intention of Highland Community College to work toward full compliance with the Americans with Disabilities Act, to make instructional programs accessible to all people, and to provide reasonable accommodations according to the law.

Students should understand that it is their responsibility to self-identify their need(s) for accommodation and that they must provide current, comprehensive diagnosis of a specific disability or medical condition from a qualified professional in order to receive services. Documentation must include specific recommendations for accommodation(s). Documentation should be provided in a timely manner prior to or early in the semester so that the requested accommodation can be considered and, if warranted, arranged.

In order to begin the process all students **must** complete the “Disabilities Self-Identification Form” on our [Disability Services website](#).

This form can also be accessed at the Highland Community College homepage under Students Services/Student Resources/Disability Service or by contacting the Disabilities Coordinator.

### **A Note on Harassment, Discrimination and Sexual Misconduct**

Highland Community College seeks to assure all community members learn and work in a welcoming and inclusive environment. Title VII, Title IX, and College policy prohibit harassment, discrimination and sexual misconduct. Highland Community College encourages anyone experiencing harassment, discrimination or sexual misconduct to talk to report to the Vice President for Student Services, the Human Resources Director or complete an [online report](#) about what happened so that they can get the support they need and Highland Community College can respond appropriately.

There are both confidential and non-confidential resources and reporting options available to you. Highland Community College is legally obligated to respond to reports of sexual misconduct, and therefore we cannot guarantee the confidentiality of a report, unless made to a confidential resource. Responses may vary from support services to formal investigations. As a faculty member, I am required to report incidents of sexual misconduct and thus cannot guarantee confidentiality. I must provide our Title IX coordinator with relevant details such as the names of those involved in the incident. For more information about policies and resources or reporting options, please review our [Equity Grievance Policy](#).