

**I. COURSE INFORMATION**

- A. Business 160 Introduction to Entrepreneurship
- B. 3 credit hours
- C. E-book: Laverty, Michael, and Chris Little. *Entrepreneurship*. Open Stax Publisher, 2020
- D. Prerequisites: None

**II. COURSE DESCRIPTION**

This course covers the fundamentals required to understand the management of a small business and the considerations that must be made in forming a new business. Topics covered in this course include startup options, capital acquisition, facilities planning, human resource management, financial management, and business plan development.

**III. LEARNING OUTCOMES**

- A. Explain the foundations of entrepreneurship, electronic commerce, and related ethical issues
- B. Evaluate the different start-up options and legal forms of business organizations available to entrepreneurs
- C. Describe the essential elements of a business plan and a marketing plan
- D. Summarize various issues related to facilities planning, capital acquisition, and possible exit strategies
- E. Explain the basic principles of human resource management and organizational design in the context of a small business environment

**IV. MAJOR CONTENT AREAS**

- A. The basics of small business
- B. Entry strategies and business plans
- C. Marketing a small business
- D. Cash, accounting and finance in small business
- E. Management and organization of a small business

**V. ASSIGNMENTS** (may include but are not limited to )

- A. Business plan development project
- B. Idea journals
- C. Discussion board topics
- D. Critical thinking assignments
- E. Applying knowledge exercises

**VI. EVALUATION METHODS** (may include but are not limited to )

- A. Participation
- B. Assignments and projects
- C. Quizzes
- D. Exams