



**Course Name: Entrepreneurship**

**Course Number:** BES\* E218

**Credits:** 3

**Catalog description:** An exploration of the entrepreneurial and franchising process, addressing the skills, concepts, mental attitudes, and knowledge relevant for creating, building and operating new business ventures. Attention will be given to examining new venture opportunities, strategies, entrepreneurial profiles, resources recognition, allocation and development, capital acquisition, and post start-up strategies. Major emphasis will be placed on creative development of individual business plans incorporating computer applications.

**Prerequisite, Corequisite, or Parallel:** ENG\*101 and BES\*118  
**Or Permission of the Instructor**

## **General Education Competencies Satisfied:**

**HCC General Education Requirement Designated Competency Attribute Code(s):**

None

**Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:**

None

**Embedded Competency(ies):**

None

**Discipline-Specific Attribute Code(s):**

BUS                      Business elective

## **Course objectives:**

### **General Education Goals and Outcomes:**

None

### **Course Specific Objectives:**

1. Describe the entrepreneurial profile
2. Discuss techniques for improving the creative process
3. Develop a strategic plan for a business
4. Explain why every entrepreneur should create a business plan
5. Explain the disadvantages and advantages of the three major forms of management



6. Discuss the right way to buy a franchise
7. Explain the process of evaluating an existing business
8. Discuss the “Fours P’s” of Marketing
9. Describe the effective pricing techniques
10. Describe how to prepare and use basic financial statements
11. Identify the differences between equity and debt capital
12. Explain the stages in the location decision
13. Describe the steps in developing a management succession plan

**Course Content:**

**FOUNDATIONS OF ENTREPRENEURSHIP**

- A. Benefits of Entrepreneurship
- B. Potential Drawbacks
- C. The Power of “ Small Business”
- D. How to Avoid the Pitfalls

**INSIDE THE ENTREPRENEURIAL MIND**

- A. Creative Thinking
- B. Barriers to Creativity
- C. The Creative Process
- D. Intellectual Property

**DESIGNING A COMPETITIVE MODEL**

- A. Building a Competitive Advantage
- B. The Strategic Management Process

**CONDUCTING A FEASIBILITY ANALYSIS**

- A. Why Develop a Business Plan
- B. The Elements of a Business Plan
- C. Business Plan Presentation
- D. Business Plan Format

**FORMS OF BUSINESS OWNERSHIP**

- A. The Sole Proprietorship
- B. The Partnership
- C. Corporations and other Forms of Ownership

**FRANCHISING AND THE ENTREPRENEUR**

- A. Types of Franchising
- B. Benefits of Buying a Franchise
- C. Drawbacks of Buying a Franchise
- D. Franchising and the Law

**BUYING AN EXISTING BUSINESS**



- A. Steps in Acquiring a Business
- B. The Due Diligence Process
- C. Negotiating the Deal

#### **BUILDING A POWERFUL MARKETING PLAN**

- A. Guerrilla Marketing Plan
- B. Target Market
- C. Market Research
- D. The Marketing Mix

#### **E-COMMERCE AND THE ENTREPRENEUR**

- A. Benefits of Selling on the Web
- B. Strategies for E-Success
- C. Tracking Web Results

#### **PRICING STRATEGIES**

- A. Methods for Retailers
- B. Concepts for Manufactures
- C. Methods for Service Firms

#### **CREATING A SUCCESSFUL FINANCIAL PLAN**

- A. Financial Statements
- B. Projected Financial Statements
- C. Ratio Analysis
- D. Break-Even Analysis

#### **MANAGING CASH FLOW**

- A. Cash Budget
- B. The Cash Crunch
- C. Barter

#### **SMALL BUSINESS ACCOUNTING**

- A. Equity Financing
- B. Debt Financing
- C. Loan Development Programs
- D. Internal Methods

#### **CHOOSING THE RIGHT LOCATION AND LAYOUT**

- A. Location Criteria
- B. Location Options
- C. Location Decision
- D. Layout Considerations

#### **GLOBAL ASPECTS OF ENTREPRENEURSHIP**

- A. Going Global



- B. Barriers
- C. Trade Agreements

**BUILDING A NEW VENTURE TEAM**

- A. Leadership
- B. Hiring Employees
- C. Organizational Culture
- D. Employee Retention
- E. Exit Strategies

Date Course Created:

Date of Last Revision: 04/01/2017