



North Iowa Area Community College Course Outline

Please follow the included instructions when completing this form. Direct questions to Division Chair. After Course Outline is completed, please submit to Division Chair for review, who then submits to Administrative Assistant to the Vice President for Academic Affairs for review by the Curriculum and Academic Affairs Council (CAAC).

Prepared by:	Doug Morse
Date Approved by CAAC:	September 9, 2019
Course Title:	Introduction to Entrepreneurship
Course Number:	BUS-130
Equivalent Prior Course Numbers:	15-171, ENTR-101
Academic Division/Department:	Business

Credits – Semester Hours (s.h.):

Contact Hours As defined by the Iowa Department of Education in consultation with Division Chair/Registrar (see attached instructions).

Lecture:	<input type="text" value="45"/>	1 s.h. = 15 contact hours
Lab:	<input type="text" value="0"/>	1 s.h. = 30 contact hours
Clinical Practice:	<input type="text" value="0"/>	1 s.h. = 45 contact hours
Work Experience:	<input type="text" value="0"/>	1 s.h. = 60, 75, 90, or 105 contact hours
Total:	<input type="text" value="45"/>	

Prerequisite(s):

None

Corequisite(s):

None

Course Description:

This course introduces the concept of Entrepreneurship beginning with identifying characteristics of the Entrepreneur, evaluating opportunities, feasibility, financing, and planning for success. Students will also understand the need for a contingency plan as well as an exit strategy.

Required Textbook(s) and Other Required Materials:

No textbook/online material available from the Jacobson Institute and supplied by the Instructor.

Purpose of Course Check one [X] in consultation with Division Chair.

<input type="checkbox"/>	Arts and Sciences (General Education)
<input type="checkbox"/>	Arts and Sciences
<input checked="" type="checkbox"/>	Career and Technical (General Education)
<input type="checkbox"/>	Career and Technical
<input type="checkbox"/>	Developmental

If course is offered only in specific semesters, please explain below:

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Maximum number of weeks for which the course is offered:

16

[Do not edit the following section. Managed by Academic Affairs]

Is this a Core Competency Anchor Course? YES ☐ NO ☐

If "Yes," list Core Competency Student Learning Outcome Numbers being taught and assessed in this course (2.2, 3.1, etc.)

(Example) 2.2 [Press Tab to create new rows for each SLO]

Student Learning Outcomes (SLOs):

Upon successful completion of this course, the student will be able to:

1. Demonstrate understanding of the concept of Entrepreneurship
 - a. The student will be able to define entrepreneurship and identify characteristics of successful entrepreneurs.
 - b. The student will evaluate the advantages and disadvantages of becoming an entrepreneur.
 - c. The student will begin to assess their personal entrepreneurial characteristics. (Communication and Interpersonal Skills)
2. Learn the importance of innovation and creativity in relation to entrepreneurship.
 - a. The student will learn about the creative process and identify how it relates to entrepreneurship and the entrepreneurial process.
 - b. The student will demonstrate an understanding of the term Intellectual Property as well as the need for patents, copyrights and trademarks in business. (Information Literacy)
3. Demonstrate understanding of Opportunity Recognition.
 - a. The student will learn to recognize demographic information about customers and competition.
 - b. The student will identify tools to evaluate a business opportunity.
 - c. The student will demonstrate the ability to evaluate a business opportunity. (Critical Thinking)
4. Demonstrate the importance of Business Planning.
 - a. The student will identify and list the different business activities that need to be monitored and measured.
 - b. The student will identify and select the proper tool for measurement of business activity.
5. Experiment with Market Research and Marketing.
 - a. The student will understand the concept of Market Research and Analysis and identify how to properly utilize the information to increase business. (Critical Thinking)
 - b. The student will identify the 4 keys to Marketing – Product, Place, Price and Promotion.
6. Discover the need for a basic understanding of Entrepreneurial Finance.
 - a. The student will create, calculate and communicate the startup cost for a business.
 - b. The student will examine the need for a Cash Flow Statement, Income Statement and Balance Sheet and the importance of understanding how to utilize this information.
 - c. The student will research potential sources of financing which could include equity, grants and loans.
 - d. The student will recognize and use concepts of Break Even Analysis and Return on Investment when communicating about the business plan.
7. Understand the concept of an Exit Strategy
 - a. The student will be able to explain the need for an Exit Strategy.
8. Read, understand, construct, evaluate and present a business plan (Information Literacy, Critical Thinking and Communication and Interpersonal Skills)

