

**SEWARD COUNTY COMMUNITY COLLEGE
COURSE SYLLABUS**

I. TITLE OF COURSE: BA2223- Entrepreneurship

**II. COURSE DESCRIPTION: 3 credit hours
3 credit hours of lecture and 0 credit hours of lab per week.**

A course designed to acquaint the prospective business owner with the background of business, characteristics of being an entrepreneur, rewards and penalties of owning your own business. A business plan to establish one's own business will be developed. Attention will be given to business protection and community relations.

For each unit of credit, a minimum of three hours per week with one of the hours for class and two hours for studying/preparation outside of class is expected.

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Pre-requisite: NA

III. PROGRAM AND/OR DEPARTMENT MISSION STATEMENT:

Prepare students to obtain a job in mid-management or marketing position, possessing the skills to make them successful employees and employers.

IV. TEXTBOOK AND MATERIALS:

Textbook will be selected when class is offered.

V. SCCC OUTCOMES

Students who successfully complete this course will demonstrate the ability to do the following SCCC Outcomes.

1: Read with comprehension, be critical of what they read, and apply knowledge gained to real life
2: Communicate ideas clearly and proficiently in writing, appropriately adjusting content and arrangement for varying audiences, purposes, and situations.

5: Demonstrate the ability to think critically by gathering facts, generating insights, analyzing data, and evaluating information

6: Exhibit skills in information and technological literacy

9: Exhibit workplace skills that include respect for others, teamwork competence, attendance/punctuality, decision making, conflict resolution, truthfulness/honesty, positive attitude, judgment, and responsibility

VI. COURSE OUTCOMES:

Analyze the importance of Entrepreneurship to the economy
Analyze the characteristics of a successful entrepreneur
Examine Business Growth as it relates to the Entrepreneur
Analyze ideas and opportunities in business
Create an effective business plan

VII. COURSE OUTLINE:

1. What is an Entrepreneur?
2. What is Competitive Advantage?
3. Business Models
4. Who are Your Customers?
5. The Financials.
6. The Legal Structure.
7. The Management Structure.
8. Franchising and Harvesting a Business.
9. Online Businesses.
10. Customer Service.

VIII. INSTRUCTIONAL METHODS:

Class lectures
Class discussion
Films and videos
Individual projects

IX. INSTRUCTIONAL AND RESOURCE MATERIALS:

Textbook
Teacher prepared handouts
Guest speakers
Whiteboard
Overhead
Computer Presentations
Films and videos
Periodicals

X. METHODS OF ASSESSMENT:

Exams
Student participation
Assigned projects
Quizzes
Outcome #1: Assessed through assigned reading material and electronic research.
Outcome #2: Assessed through classroom presentations, student participation, and various assigned projects.
Outcome #5: Assessed through projects requiring evaluation and application of course material.
Outcome #6: Assessed through projects using the Internet, PowerPoint presentations and electronically prepared brochures.
Outcome #9: Assessed through classroom projects and simulations that offer cases for decision making and group participation.

XI. ADA STATEMENT:

Under the Americans with Disabilities Act, Seward County Community College will make reasonable accommodations for students with documented disabilities. If you need support or assistance because of a disability, you may be eligible for academic accommodations. Students should identify themselves to the Dean of Students at 620-417-1106 or going to the Student Success Center in the Hobble Academic building, room 149 A.

Syllabus Reviewed: 11/08/2018 19:50:21