



COURSE INFORMATION SHEET

Note: If a more detailed, instructor/section-specific course information sheet is required, please contact the department.

DEPARTMENT:

Business Administration/Economics

COURSE:

BUS110 Entrepreneurial Studies I

COURSE DESCRIPTION:

First of two small business courses designed for those interested in learning how to start and manage a small business. It begins by defining and explaining the nature of small business in today's economy and entrepreneurs in the context of the free enterprise system. The topics include small business opportunities, legal forms of ownership, franchising, starting a new venture, sources of financing, developing marketing strategies and human resource management. Students will also learn the key components of a business plan, review case studies, and undertake a major project. Three class hours. 3 Credits.

COURSE PREREQUISITES:

None

COURSE LEARNING OUTCOMES:

1. Assess students' skills, interests, risk averseness and abilities to identify their entrepreneurial potential and career opportunities.
2. Identify the critical factors that are used to identify business start-up ideas.
3. Analyze the best start-up method that fits the student's entrepreneurial objectives, financial resources and skills.
4. Choose the best form of legal organization to decrease risk, manage tax liabilities, decrease costs and start-up time, and increase long-term profitability.
5. Analyze the business planning process to increase chances for business success, to seek out financing sources, and develop a "blue print" for the business.
6. Develop a marketing plan for a small business.