

BUS 313 Entrepreneurship

Purpose: The purpose of this course is to give students a thorough introduction to the concept, considerations, and practices of entrepreneurship by covering topics such as business opportunities, finance, planning, ethics, and risk-taking.

Course Format: Entrepreneurship consists of three course modules that are divided into Areas of Study. Each Area of Study has several lessons each of which includes a short video presentation (based on the reading material) and a very short quiz to help you measure your learning.



If you are taking the course as independent study it is completely self-paced but must be completed within 90 days. You can watch the video lessons and do the reading on your schedule whenever and wherever you want. All of the reading material you will need is included.

At the end of each Area of Study, you must complete a chapter test to see if you're ready to move on or have some material to review. Once you've completed the entire course, you will be required to take a final proctored exam.

Learning Objectives: Upon completion of the three sections of this course, students should be able to:

1. Understand how to translate a personal vision into a business vision
2. Explain what entrepreneurs are and their shared skills and personal characteristics
3. Describe how to identify the best fit customer for a product or service
4. Summarize the key steps in starting your own business
5. Describe the different methods for delivering a product or service to market
6. Explain the purpose and key components of a business plan.
7. Identify the range of marketing options available to an entrepreneur
8. Identify the environmental trends that are instrumental in creating business opportunities.
9. Compare and analyze the methods used for sustained growth in a business
10. Describe the key ethical and legal considerations for entrepreneurs

Course Content: As part of a cooperative arrangement this course uses material that was originally developed by Study.com. The original material has been enhanced to meet the educational standards of the college.

BUS 313.1 Business Basics and Getting Started

First Area of Study: Entrepreneurship in the Economy

Second Area of Study: Business Basics for Entrepreneurs

Third Area of Study: Starting a Business Overview

Fourth Area of Study: Types of Business Structures

Fifth Area of Study: Teams in Business

BUS 313.2 Planning for Growth

First Area of Study: Business Plans for Entrepreneurs

Second Area of Study: Understanding Customers as a New Business

Third Area of Study: Dynamic Business Environments

Fourth Area of Study: Growth & Opportunity for Entrepreneurs

Fifth Area of Study: Marketing and Sales Strategies

Sixth Area of Study: Business Pitches for Entrepreneurs

BUS 313.3 Financial and Ethical Considerations

First Area of Study: Business Financing for Entrepreneurs

Second Area of Study: Understanding Business Taxes

Third Area of Study: Financial Planning for Entrepreneurs

Fourth Area of Study: Overview of Business Ethics