

Las Positas College
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Course Outline for BUSN 45

ENTREPRENEURSHIP

Effective: Spring 2020

I. CATALOG DESCRIPTION:

BUSN 45 — ENTREPRENEURSHIP — 3.00 units

This course is designed for students who are interested in starting an entrepreneurial venture or new business. This course will cover the process of successfully launching, managing and growing their idea, emphasizing opportunity recognition and feasibility analysis. A practical study of the creation and essential skills required to start and grow an entrepreneur venture. It will also cover important topics such as developing a competitive advantage, protecting intellectual property and obtaining venture capital financing.

3.00 Units Lecture

Grading Methods:

Letter or P/NP

Discipline:

- Business

| | <u>MIN</u> |
|-----------------------|------------|
| Lecture Hours: | 54.00 |
| Total Hours: | 54.00 |

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

IV. MEASURABLE OBJECTIVES:

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

- A. Demonstrate the understanding of the entrepreneur life and the skills, motivation, and aptitude required for being a happy, passionate, and successful entrepreneur
- B. Describe why creativity and innovation are such an integral part of entrepreneurship
- C. Evaluate ethical situations facing entrepreneurship to the U.S. and global economies
- D. Identify methods for recognizing business opportunities
- E. Analyze various business opportunity for attractiveness and feasibility
- F. Identify and explore sources of financing
- G. Evaluate growth strategies
- H. Create a lean business model
- I. Describe the advantages of copyright and patent law in a business application

V. CONTENT:

- A. Identify and evaluate personal interests, characteristics and talents, and overall readiness to undertake an entrepreneurial venture.
 1. Risk tolerance
 2. Self-direction and motivation
 3. Impact on personal life
 4. Examine profiles of a diverse set of famous entrepreneurs
 5. Evaluate one's own motivation for becoming an entrepreneur
 6. Discuss the advantages and disadvantages of entrepreneurship as a career choice
- B. Describe sources of start-up capital.
 1. Personal savings
 2. Partners, family, and friends
 3. Credit cards
 4. Bank loans
 5. Government programs
 6. Venture capital/Angels/private investors
 7. Vendor/supplier financing
 8. Crowdfunding
- C. Ethical issues.
 1. Social responsibility
 2. Consumerism
 3. Employee relations and diversity
 4. Environmental protection and conservation
 5. Community relations
 6. Personal ethics

- 7. Current trends
- D. Brainstorming new business ideas.
 - 1. Opportunity Analysis
 - 2. Feasibility Analysis
 - 3. Business idea creation and screening
 - 4. Primary and secondary market research
 - 5. Sources of business advice for entrepreneurs
- E. Fundamental legal principles.
 - 1. Confidential information
 - 2. Copyright
 - 3. Patents
 - 4. Designs
 - 5. Trademarks
- F. Entrepreneurship and Business Opportunities.
 - 1. Preparation
 - 2. Lean business model creation
 - 3. New business idea "elevator pitch"
 - 4. Action plans

VI. METHODS OF INSTRUCTION:

- A. **Lecture** -
- B. **Audio-visual Activity** -
- C. **Classroom Activity** -
- D. **Guest Lecturers** -
- E. **Observation and Demonstration** -
- F. **Projects** -
- G. **Student Presentations** -
- H. **Written exercises and case studies** -
- I. Online Material
- J. Multi-media - video and website activities
- K. Collaborative Learning - Group work
- L. Simulations
- M. **Discussion** -

VII. TYPICAL ASSIGNMENTS:

Instructors will utilize a variety of assignments designed to meet the objectives of the course, to enhance the students' varied strengths and to minimize learning weaknesses in students

- A. Discussion creativity and innovation and how it will impact the changing business environment
- B. Practical writing, reading, speaking and listening tasks that demonstrate or elicit an understanding of and/or a possession of the facts. Examples include:
 - 1. Students are expected to review sources of idea generation for business opportunities.
 - 2. Group Presentations - students may select from a provided list of topics and present to the class using PowerPoint, video and/or other multimedia.
 - 3. Reading - Current business article about how an entrepreneur started his/her business.
 - 4. Writing - prepare a journal or research paper.
- C. Case Studies: Determine the missteps of entrepreneurs and highlight what action created success.
- D. Project: Lean business model and executable action plan

VIII. EVALUATION:

Methods/Frequency

- A. Exams/Tests
2
- B. Quizzes
4
- C. Oral Presentation
2
- D. Projects
1
- E. Simulation
1
- F. Class Participation
15
- G. Class Work
10

IX. TYPICAL TEXTS:

- 1. Prentice Hall. *Entrepreneurship: Successfully Launching New Ventures*. 5 ed., Prentice Hall, 2015.
- 2. Mariotti, Steve. *Entrepreneurship: Starting and Operating a Small Business*. 4 ed., Prentice Hall, 2016.
- 3. Longenecker, Justin. *Small Business Management, Launching and Growing Entrepreneurial Ventures*. 18 ed., Cengage Learning, 2016.
- 4. Scarborough, Norman. *Essentials of Entrepreneurship and Small Business Management*. 8 ed., Prentice Hall, 2016.
- 5. Allen, Kathleen. *Launching New Ventures: An Entrepreneurial Approach*. 7 ed., Cengage Learning, 2015.
- 6. Taulbert, Clifton. *Who Owns the Ice House?: Eight Life Lessons from an Unlikely Entrepreneur*. 1 ed., Eli, 2011.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Computer and printer access; Internet access; Access to business publications, magazines and periodicals (i.e. USA Today, Wall Street Journal, Fortune Magazine, Harvard Business Review); Access to recording equipment (i.e. smartphone)