

North Central Michigan College

B297 ESSENTIALS OF ENTREPRENEURSHIP TENTATIVE SYLLABUS Fall, 2004 Tuesdays, 6:00-9:00 PM, Room 124 Beginning September 7, 2004

CATALOG DESCRIPTION:

Entrepreneurship is now the driving force behind economic growth all across the globe, and the U.S. remains the world leader in the field of entrepreneurship. This course is designed to provide future entrepreneurs with the tools, skills and knowledge they require to master the most important issues involved in starting and managing a successful new business venture. Major topics include the entrepreneurial profile, creative thought processes, strategic management, development of financial and business plans, financing and sources of funds, and building a competitive business.

GENERAL EDUCATION OUTCOMES:

- Think critically and analytically
 - Write and speak effectively
 - Independently acquire knowledge
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COURSE OBJECTIVES & OUTCOMES:

Provide the student with information and skills needed to successfully launch and operate a business enterprise. Specific understanding will be gained in the following areas:

- The nature of entrepreneurship and the entrepreneurial thought process
 - Forms of business ownership and the advantages/disadvantages of each
 - Marketing and advertising strategies for entrepreneurs
 - Financial planning and sources of funds
 - Successful business plans
 - Global entrepreneurial opportunities and strategies
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METHODS OF INSTRUCTION:

Lecture, in class discussion, guest speakers, outside reading material, develop financial and business plan,

REQUIRED TEXTS: Scarborough and Zimmer, *Essentials of Entrepreneurship and Small Business Management*, 3rd edition. Prentice Hall.

OPTIONAL SUPPLEMENTARY MATERIALS:

Reasonable accommodations may be provided for students with documented physical, sensory, cognitive, systemic, and/or psychiatric disabilities. Please contact the Education Opportunity Program (EOP) at (231) 348-6687 to arrange services for this course.

TENTATIVE TIME ALLOWANCE AND SEQUENCE OF INSTRUCTION:

| Week | Chapter | Topic |
|-------------|----------------|---|
| 1 | 1 | The foundations of entrepreneurship |
| 2 | 2 | Inside the entrepreneurial mind: from idea to reality |
| 3 | 3 | Strategic management and the entrepreneur |
| 4 | 4 | Forms of business ownership and franchising |
| 5 | 5 | Buying an existing business |
| 6 | 6 | Building a powerful marketing plan |
| 7 | 7 | Advertising and pricing for profit |
| 8 | | Mid term exam |
| 9 | 8 | Managing cash flow |
| 10 | 9 | Creating a successful financial plan |
| 11 | 10 | Crafting a winning business plan |
| 12 | 11 | Sources of funds: debt and equity |
| 13 | 12 | Choosing the right location and layout |
| 14 | 13 | Global aspects of entrepreneurship |
| 15 | 14 | Leading the growing company, planning for management succession |
| 16 | | Final exam |