

COURSE TITLE AND NUMBER: ESSENTIALS OF ENTREPRENEURSHIP ENT 110

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# **North Central** **Michigan College**

NCMC MASTER COURSE SYLLABUS

Last Date Revised Feb 28, 2005

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DIVISION/AREA: Business and Technology

DEPARTMENT:

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DIVISION DIRECTOR: Robert J. Marsh, Ph.D.

ORIGINATOR:

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DEAN OF INSTRUCTION: Timothy Dykstra, Ph.D.

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TOTAL HOURS OF INSTRUCTION: LECTURE: 3 LAB: 0 TOTAL CONTACT HOURS: 52.80

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COURSE NUMBER: ENT 110

CREDIT HOURS: 3.0

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COURSE TITLE: Essentials of Entrepreneurship

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TRANSFERABLE YES: NO: X TO:

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PREREQUISITE(S)/COREQUISITE(S)/ADVISORY: None

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## CATALOG DESCRIPTION:

Provides 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.

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## 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

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- 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,

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METHODS OF EVALUATION: In class exams, business plan project/presentations, in class discussions and panels, quizzes.

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REQUIRED TEXTS:

Scarborough and Zimmer, *Essentials of Entrepreneurship and Small Business Management, 3<sup>rd</sup> edition*.  
Prentice Hall.

Business Plan Pro software (supplied with textbook)

OPTIONAL SUPPLEMENTARY MATERIALS:

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Reasonable accommodations may be provided for students with documented physical, sensory, cognitive, systemic, and/or psychiatric disabilities. Please contact the Learning Support Services office (LSS) at (231) 348-6682 to arrange services for this course.

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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

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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

APPROVED FOR ADOPTION BY THE CRD/AP COMMITTEE ON 3/21/05