

# North Hennepin Community College

## BUS 1810: Entrepreneurship

### A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: \*.\*

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

In this course you will learn the process of launching a new business venture from an original or innovative idea. The focus will be on the stages of development of the new venture including research, planning, feasibility analysis, capitalization and management. Students will learn how to use resources to start and operate a small business.

BUS 1200/2200: Principles of Management, BUS 1600/2600: Principles of Marketing and ACCT 2111: Financial Accounting are recommended to be taken before taking Entrepreneurship.

### B. COURSE EFFECTIVE DATES: 08/23/2010 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. The context, concepts and process of entrepreneurship
2. The application of the fundamental aspects of entrepreneurial thinking across disciplines
3. Environmental scanning in the recognition or entrepreneurial opportunities
4. The use critical thinking skills to identify and evaluate entrepreneurial opportunities, manage risks and learn from the results of evaluating that process
5. The process that enables entrepreneurs with limited resources to transform a simple idea into a sustainable success.
6. The development of a comprehensive business plan on presentation

### D. LEARNING OUTCOMES (General)

1. Define the context, concepts and process of entrepreneurship (MnTC G2, comps. a; NHCC ELO 1; Bus Goal 2, comps. a, b; Bus Goal 4, comps. a, b)
2. Select environmental scanning techniques to recognize entrepreneurial opportunities (NHCC ELO 2)
3. Distinguish the viability or feasibility of a new business concept (MnTC G2, comps. a, b, c; NHCC ELO 2; Bus Goal 2, comps. a, b; Bus Goal 4)
4. Examine personal goals and the realization of these goals in the professional field (MnTC G2, comps. d; NHCC ELO 3; Bus Goal 2, comp. b)
5. Produce a business model and business plan (MnTC G2, comps. a, b, c; NHCC ELOs 2, 4; Bus Goal 3, comps a, b, d; Bus Goal 4, comps. a, b)
6. Critique a business plan (MnTC G2, comps. a, b, c; NHCC ELO 1,2; Bus Goal 3, comps a, b, d; Bus Goal 4, comps. a, b)

### E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

## **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

## **G. SPECIAL INFORMATION**

1. Knowledge of Human Cultures and the Physical and Natural World --Through study in the sciences, mathematics, social sciences, humanities, histories, languages, the arts, technology and professions.
2. Intellectual and Practical Skills - Including: Inquiry and analysis; Critical and creative thinking; Written and oral communication; Quantitative literacy; Information literacy ; Teamwork and problem solving.
3. Personal and Social Responsibility and Engagement - Including: Civic knowledge and involvement; campus, local and global; Intercultural knowledge and competence; Ethical reasoning and action; Foundations and skills for lifelong learning .
4. Integrative and Applied Learning - Including: Synthesis and advanced accomplishment across general education, liberal studies, specialized studies and activities in the broader campus community.