

BUS 313 – Introduction to Entrepreneurship

Course Description

This course introduces the students to the key components of entrepreneurship. Topics covered include identifying new venture opportunities, getting started in a new venture, creating a business plan, financing and marketing ideas, and organizing and managing a small business.

Instructional Materials

Kaplan, J. M., & Warren, A. C. (2013). *Patterns of entrepreneurship management* (4th ed.). Danvers, MA: John Wiley & Sons.

Course Learning Outcomes

1. Examine entrepreneurship and different types of entrepreneurs.
2. Analyze the stages in the entrepreneurial process.
3. Examine the process of innovating and developing ideas and business opportunities.
4. Analyze different innovative business models to determine the best model for a specific venture.
5. Analyze the market, customers, and competition of entrepreneurs.
6. Examine the process of developing a business plan and setting up the company.
7. Analyze money sources for finding and managing funds.
8. Compare the different forms of intellectual property and how they differ.
9. Analyze the management of a successful innovative company.
10. Determine the most effective communication process to present the business to investors.
11. Analyze methods for exiting the venture.
12. Use technology and information resources to research issues in entrepreneurship.
13. Write clearly and concisely about entrepreneurship using proper writing mechanics.