



COURSE SYLLABUS

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COURSE: BUS 139 ENTREPRENEURSHIP I

HOURS: Lecture: 3 Lab/Shop: 0 Work Exp/Clinical: 0 Credits: 3

COURSE DESCRIPTION:

This course provides an introduction to the principles of entrepreneurship. Topics include self-analysis of entrepreneurship readiness, the role of the entrepreneur in economic development, legal problems, organizational structure, sources of financing, budgeting, and cash flow. Upon completion, students should have an understanding of the entrepreneurial process and issues faced by entrepreneurs.

PREREQUISITE(S): None

COREQUISITE(S): None

TEXTBOOK(S) & OTHER SPECIAL REQUIREMENTS:

Open Educational Resources (OER) are listed in the course Moodle.

STUDENT LEARNING OUTCOMES:

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

1. Describe the impact of small business on society and how small business owners impact the business world as a whole.
2. Recognize the steps involved in self-analysis of entrepreneurial readiness.
3. Identify and describe the main components of a budget and a statement of cash flow.
4. Identify various legal forms of business available to small business owners and the pros and cons of each.
5. Discuss the considerations involved in establishing an organizational structure and choice of business form.
6. Demonstrate familiarity with laws affecting small business owners, including the legalities concerning copyrights, patents and trademarks.
7. Discuss the basics of funding a business and identify possible sources of financing for small business ventures, including start-up and long-term financing.
8. Demonstrate a comprehensive understanding of the concept of franchising.
9. Explain how differences in culture, religion, families, traditions, geography, etc., affect decisions to expand globally by exploring the characteristics and demographics of an international culture.

*****Please refer to the online version of the Richmond Community College Program & Course Catalog and the Student Handbook for current academic and general information.**