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Authoring Organization: Rio Salado College

Written by: Lori Wieters

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# Syllabus

Please provide a complete syllabus. All elements of the syllabus are required unless noted as "if applicable."

<b>Course Title:</b> Introduction to Entrepreneurship: Managing a Business	<b>Course Number</b> (If applicable): EPS150AC
<b>COURSE DESCRIPTION:</b> In this course, students will be presented with an overview of entrepreneurship. This course includes the entrepreneurial process and the skills required to be successful, including managing a business.  <b>Note:</b> Companion courses (EPS150AA Introduction to Entrepreneurship: Process & Skills for Starting and Planning a Business and EPS150AB Introduction to Entrepreneurship: Financing and Marketing a Business) begin this sequence of topics to include starting, planning, financing and marketing a business.	
<b>PREREQUISITES:</b> None	
<b>REQUIRED MATERIALS:</b> None	
<b>ADDITIONAL RESOURCES</b> (if applicable):	
<b>LEARNING OUTCOMES/COMPETENCIES:</b> <ol style="list-style-type: none"><li>1. Explain how technology can be used to support strategic analysis and decision making in a business.</li><li>2. Summarize Internet resources that are available to help support a business owner.</li><li>3. Describe the business planning activities required for the successful launching of a new venture.</li><li>4. Outline a framework for analyzing new ventures using the feasibility approach to business planning.</li></ol>	



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## COURSE ASSESSMENT:

### Grading Scale

Category	Weight
Case Study Essay (1 x 30) = 30	13%
Resource Plan (1 x 50) = 50	22%
Short Essay (1 x 50) = 50	22%
Feasibility Study (1 x 100) = 100	43%
<b>Final Grade</b>	<b>100%</b>

Total Points	Percentage	Grade
207-230	90% - 100%	A
184-206	80% - 89%	B
161-183	70% - 79%	C
138-160	60% - 69%	D
0-113	0 - 59%	F



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## COURSE SCHEDULE:

**Note:** This partial example shows a course that combines lecture and lab components.

Module/ Lesson	Module/Lesson Title & description (if applicable)	Lesson Objectives	Assignment (w/category & point value)
1.	Technology and Small Business Analysis	<ol style="list-style-type: none"><li>1. Determine the types of technology available for small business.</li><li>2. Explain how technology can be used to help an entrepreneur with strategic analysis and decision making.</li></ol>	Case Study Essay 30 pts.
2.	Resources that Support Entrepreneurs	<ol style="list-style-type: none"><li>1. Describe online resources that are available to support entrepreneurs.</li><li>2. Identify networking resources and support organizations that support entrepreneurial activities.</li><li>3. Build a resource plan that contains online resources, networking resources, and support organizations that can be utilized for your entrepreneurial venture.</li></ol>	Resource Plan 50 pts.
3.	Business Planning and Entrepreneurial Ventures	<ol style="list-style-type: none"><li>1. Identify the components of a business plan.</li><li>2. Discuss how the business plan can be used in an entrepreneurial venture.</li></ol>	Short Essay 50 pts.
4.	A Feasibility Approach to Business Planning	<ol style="list-style-type: none"><li>1. Define the term feasibility study.</li><li>2. Identify the components of a feasibility study.</li><li>3. Construct a feasibility study.</li><li>4. Determine if an idea is feasible for an entrepreneurial venture through the completion of a feasibility study.</li></ol>	Feasibility Study 100 pts.



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