

Date Prepared: July 5, 2000

COURSE OUTLINE

 New X Revised

Effective Date: August 21, 2000

1. **COURSE PREFIX NUMBER:** BUS 116 **CREDIT HOURS:** 3
2. **COURSE TITLE:** Entrepreneurship
3. **PREREQUISITES:** None
4. **COURSE DESCRIPTION:** Presents the various steps considered necessary when going into business. Includes areas such as product-service analysis, market research evaluation, setting up books, ways to finance start-up, operations of the business, development of business plans, buyouts versus starting from scratch, and franchising. Uses problems and cases to demonstrate implementation of these techniques. Lecture 3 hours per week.
5. **CONTENT:** (Major Headings)
 - a. The Driving Force Behind Small Business
 - b. Ethics and Social Responsibility in Business
 - c. International Opportunities for Small Businesses
 - d. The importance of Strategic Planning

6. **GENERAL COURSE OBJECTIVES:**

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

- a. Explain the entrepreneurial function, a profile of the characteristics and traits of successful entrepreneurs, and trends affecting entrepreneurship.
- b. Discuss the social responsibility which every business bears and the fundamental ethical standards upon which businesses are expected to operate.
- c. Explain the different forms of business organization and the factors which influence selecting the proper form of ownership.
- e. Describe the advantages and disadvantages of buying an existing business or purchasing a franchise and how these approaches compare to starting a business from scratch.