

Course discipline/number/title: BUS 1144: Entrepreneurship

A. CATALOG DESCRIPTION

1. Credits: 3
2. Hours/Week: 3
3. Prerequisites (Course discipline/number): None
4. Other requirements: College level reading and MATH 0098 are recommended for this course.
5. MnTC Goals (if any): NA

B. COURSE DESCRIPTION: This course is designed to take the student through the development and management of a small business. Students will learn to identify market opportunities both new and within existing markets through market analysis techniques developed through the course content. Students will become familiar with different organizational types, both from structure, taxation, asset protection as it relates to business ownership. The course will also prepare students in how to develop, organize and prepare a formal business plan.

C. DATE LAST REVISED (Month, year): February, 2024

D. OUTLINE OF MAJOR CONTENT AREAS:

1. New Business Ideas and Market Opportunities.
2. Social Analytics and Digital media
3. Local, National, and Global Business Landscape.
4. Business Types
5. Employee Engagement, Development and Human Resource Management
6. Networking and Leveraging Relationships
7. Small Business Legal Environment
8. Political and Social Implications for Small Business
9. Financial Analysis
10. Small Business Operations
11. Formal Small Business Plan

E. LEARNING OUTCOMES (GENERAL): The student will be able to:

1. Identify market opportunities and challenges facing the small business owner.
2. Research markets through social analytics and social trends.
3. Create market strategies to penetrate local, national and global markets.
4. Investigate the different business types and legal environment.
5. Analyze human resource practices and effective team building strategies used within the context of small business.
6. Apply networking strategies to leverage relationships with business professionals.
7. Examine leasing versus buying options and examine the legal environment.
8. Articulate political, social, and generational differences in markets and their impact on small business.
9. Analyze financial modeling techniques and business financing options.
10. Evaluate management infrastructure, marketing strategy, and the financial feasibility necessary to operate a successful small business.
11. Design a formal small business plan.

F. LEARNING OUTCOMES (MNTC): NA

G. METHODS FOR EVALUATION OF STUDENT LEARNING: Methods may include but are not limited to:

1. Assignments and projects
2. Exams and quizzes
3. Creation of a Business Plan

H. RCTC CORE OUTCOME(S). This course contributes to meeting the following RCTC Core Outcomes(s): Critical Thinking. Students will think systematically and explore information thoroughly before accepting or formulating a position or conclusion.

I. SPECIAL INFORMATION (if any): None