

SYLLABUS
PART I
EDISON COMMUNITY COLLEGE
BUS 200S - ENTREPRENEURSHIP
3 CREDIT HOURS

COURSE DESCRIPTION

A study of how small businesses are established and operated. Designed for individuals who are thinking about starting a business. Topics include general business operations, management, accounting, and marketing.

COURSE GOALS

The student will:

Bloom's Level		Program Outcomes
3	1. Define the role of small business in the marketplace.	6,10
2	2. Explain the importance of small business to the national economy.	8,10
4	3. Analyze and apply a small business course of action to business problems and opportunities in a team setting.	4,7
2,1	4. Describe the nature of small business management vs. large corporate management.	8
3	5. Demonstrate the importance of ethical behavior in the small business environment.	2,3
2,1	6. Describe the importance of social responsibility to the community.	2,3
3	7. Define the role of the employee in a small business.	7,8
1	8. Examine the functions of a small business owner.	7,8
1,4	9. Identify the meaning of cultural diversity and how it impacts a small business.	2,3
1	10. Identify the types of changes that can occur in a small business environment.	4,10
3,4	11. Define the role of technology in small business and how that technology can be utilized to operate the business.	11
5	12. Justify the importance and need for lifelong learning to expand and grow the small business.	6,10

CORE VALUES

The Core Values are a set of principles which guide in creating educational programs and environments at Edison. They include communication, ethics, critical thinking, human diversity, inquiry/respect for learning, and interpersonal skills/teamwork. The goals, objectives, and activities in this course will introduce/reinforce these Core Values whenever appropriate.

TOPIC CONTENT

Topics to be covered are:

1. Selecting the right business opportunity
2. Business entities
3. Financial requirements
4. Securing financing
5. The role of the business plan
6. Insurance requirements
7. Site selection

8. Small business marketing
9. Managing a small business
10. Exit strategies