



Course Number and Title: ENT 101 Introduction to Entrepreneurship

Campus Location:

Georgetown, Dover, Wilmington

Effective Date:

2020-51

Prerequisite:

ENG 090 concurrent or ENG 091 concurrent, SSC 100 or concurrent

Co-Requisites:

None

Course Credits and Hours:

3.00 credits

3.00 lecture hours/week

0.00 lab hours/week

Course Description:

This course introduces the student to the responsibilities of the entrepreneur and the unique concepts of business ownership. Students benefit from case studies and practical entrepreneurial experiences, including interaction with successful regional entrepreneurs. Topics include the importance of business planning and the role and nature of entrepreneurship as a mechanism for creating new ventures.

Required Text(s):

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:

None

Schedule Type:

Classroom Course

Online Course

Disclaimer:

None

Core Course Performance Objectives (CCPOs):

1. Describe the foundations of corporate business. (CCC 1, 4, 5; PGC 1, 6, 7)
2. Identify the responsibilities of entrepreneurship within the current business environment. (CCC 1, 4, 5; PGC 1, 6)
3. Discuss the role and nature of entrepreneurship as a mechanism for creating new ventures and affecting economic development. (CCC 3, 4, 5, 6; PGC 2, 3, 4, 5, 6, 7, 8)
4. Discuss the role of creativity and innovation in the development of a new venture. (CCC 1, 2, 3, 4, 5, 6; PGC 1, 2, 4, 8)
5. Explain the ethical and social challenges involved in starting and operating a new business venture. (CCC 1, 3, 4; PGC 1, 4, 7)
6. Identify the risks and strategies inherent in creating a new venture. (CCC 1, 2, 4, 5; PGC 1, 3, 4, 7)
7. Discuss the role and importance of the business plan for the entrepreneur. (CCC 1, 2, 5; PGC 1, 3, 4, 8)
8. Identify the legal issues an entrepreneur encounters. (CCC 1, 2, 3, 4; PGC 1, 3, 7)
9. Identify the principles involved in marketing an enterprise. (CCC 1, 2, 3, 4, 5, 6; PGC 2, 3, 4, 6, 8)
10. Discuss the principles of financial planning for a small business. (CCC 2, 3, 5, 6; PGC 2, 3, 5, 6)
11. Discuss the role of human resource management in a small business as it relates to recruitment, training, development, and compensation. (CCC 1, 2, 3, 4, 5; PGC 2, 4, 6, 7)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Describe the foundations of corporate business.
 1. Recognize the main participants in business.
 2. Identify the functions that most businesses perform and the external forces that influence business activities.
 3. Describe the different types of competition.
 4. Define *economics*, and identify the key economic questions.
 5. Discuss the government's role in managing the economy.
2. Identify the responsibilities of entrepreneurship within the current business environment.
 1. Identify entrepreneurial personality types and the special nature of entrepreneurial teams.
 2. Explain the competencies of the successful entrepreneur.
 3. Explain the types of career paths entrepreneurs pursue.
 4. Identify the challenges of family business owners and the challenges that women and minority business owners face.
3. Discuss the role and nature of entrepreneurship as a mechanism for creating new ventures and affecting of economic development.
 1. Define the scope of a small business in the United States, and compare how they are important to our economy and our community.
 2. Explain the differences between small business and high growth ventures.
 3. Discuss the rewards entrepreneurs can achieve through their businesses.
 4. Examine key myths and realities of small business.
 5. Identify key actions to becoming a small business owner.
4. Discuss the role of creativity and innovation in the development of a new venture.
 1. Explain resources available to entrepreneurs for idea creation and new opportunities.
 2. Discuss the screening processes for business potential.
 3. Describe the pitfalls that hinder innovation.
 4. Identify creative strategies for promoting innovation in a business.
 5. Discuss a comprehensive feasibility study for business ideas.
5. Explain the ethical and social challenges involved in starting and operating a new business venture.
 1. Discuss business ethics and the ethical dilemmas of entrepreneurship.
 2. Examine the processes and methods for making ethical decisions.
 3. Discuss the techniques and importance of building social capital.
 4. Examine the entrepreneur's role in social responsibility.
6. Identify the risks and strategies inherent in creating a new venture.
 1. Define *business risks*.
 2. Identify the characteristics of business risks.
 3. Explain various levels of risk tolerance and business methods for risk management.
 4. Identify strategies for new business ventures.
 5. Discuss skills for handling business crises.
7. Discuss the role and importance of business planning for the entrepreneur.
 1. Describe the components of business planning.
 2. Discuss the implementation of the business plan for entrepreneurial success.
 3. Explain the importance of strategic planning for the entrepreneur.
8. Identify the legal issues an entrepreneur encounters.
 1. Define various business structures.
 2. Discuss situations when legal information is needed.
 3. Identify potential legal liabilities in owning a business.
 4. Discuss contract terms.
 5. Describe the basics of intellectual property.
9. Identify the principles involved in marketing an enterprise.
 1. Discuss the importance of a marketing plan.
 2. Identify the components of a marketing plan.
 3. Explain the methods for conducting marketing research.
 4. Explain the strategies of product pricing.
 5. Discuss the various methods for promoting a small business.
10. Discuss the principles of financial planning for a small business.
 1. Review the content and format of common financial statements.
 2. Discuss how to create budgets for a business.
 3. Discuss how financial management needs change during the life of a business.
11. Discuss the role of human resource management in a small business as it relates to recruitment, training, development, and compensation.
 1. Discuss the decisions of an entrepreneur when hiring and selecting employees.
 2. Identify the methods of attracting and recruiting employees.
 3. Describe how small businesses train and develop staff.
 4. Discuss employee evaluations.
 5. Explain the methods small business owners use to compensate employees through various compensation and benefit plans.

Evaluation Criteria/Policies:

Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

92	-	100	=	A
83	-	91	=	B
75	-	82	=	C
0	-	74	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Final Course Grade:

Calculated using the following weighted average

Evaluation Measure	Percentage of final grade
Exams (4) (Summative) (Equally Weighted)	60%
Business Idea Presentation (Summative)	20%
Formative Assessments: Homework Assignments (Assignments/Activities/Quizzes, Participation etc.)	20%
TOTAL	100%

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):

1. Demonstrate entrepreneurial leadership characteristics.
2. Conduct market analysis and opportunity assessment.
3. Perform risk assessment and select risk management strategies.
4. Articulate a business vision and plan that demonstrates value to the marketplace and the investor.
5. Plan capital formation to fund business start-up and operation.
6. Utilize effective marketing, advertising and customer strategies.
7. Integrate personal, professional, ethical and legal standards into business decision-making.
8. Transform innovation into a product or service with sustainable commercial potential.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.