

## Course Number and Title: ENT 225 Entrepreneurial Experience

**Campus Location:**

Georgetown, Dover, Wilmington

**Effective Date:**

2021-51

**Prerequisite:**

ENT 106, ENT 211

**Co-Requisites:**

None

**Course Credits and Hours:**

3.00 credits

3.00 lecture hours/week

0.00 lab hours/week

**Course Description:**

In this course, students investigate owning and running a business by conducting primary market research and customer discovery. Students engage in entrepreneurial events, attend field trips, and interact with business professionals. Students shall comply with applicable and accepted business regulations, laws, and policies for primary research collection and experiential activities.

**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

Hybrid Course

**Disclaimer:**

In internship and job shadowing cases, students are supervised and evaluated by a professional designated by the facility based upon criteria provided by the instructor. Students will not receive compensation in any form for business participation.

**Core Course Performance Objectives (CCPOs):**

1. Choose appropriate communication skills when interacting with potential customers and business professionals. (CCC:1, 4; PGC:1, 6, 7)
2. Evaluate entrepreneurial research results concerning feasibility. (CCC:1, 2, 5, 6; PGC: 2 )
3. Integrate entrepreneurial research results into business model canvas. (CCC:2, 5, 6; PGC: 2, 3, 4, 5, 6, 7, 8)
4. Adhere to legal and/or ethical guidelines of a potential business owner. (CCC: 4, 5; PGC: 3, 7)
5. Integrate the leadership skills of a proposed business owner. (CCC: 1, 2, 4, 6; PGC: 1, 2, 3, 4, 5, 6, 7, 8)
6. Evaluate entrepreneurial field experiences. (CCC: 1, 3, 4; PGC: 1, 2, 3, 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 Behavioral Objectives (MPOs):**

Upon completion of this course, the student will:

1. Choose appropriate communication skills when interacting with potential customers and business professionals.
  1. Express the proposed business vision, incorporating diversity, and communicating effectively with the potential target market group.
  2. Survey potential customers and business professionals.
  3. Construct a culturally diverse pool of research participants.
  4. Apply responsive data collection techniques.
  5. Use effective verbal and written business communication.
  6. Demonstrate a professional image.
2. Evaluate entrepreneurial research results concerning feasibility.
  1. Verify accuracy of research data.
  2. Analyze and interpret data for feasibility.
  3. Develop prospective pivots for proposed business.
3. Integrate entrepreneurial research results into business model canvas.
  1. Select and apply appropriate business pivots.
  2. Evaluate effectiveness of business pivots to business proposal.
  3. Apply data based research results to refined business proposal.
  4. Conduct subsequent data analysis for feasibility.
  5. Adapt and adjust business model based on data results.
4. Adhere to legal and/or ethical guidelines of a potential business owner.
  1. Demonstrate confidentiality during data collection and reporting.
  2. Define federal and state regulations regarding data collection and usage.
  3. Conduct research in an ethical and professional manner.
  4. Practice professional and ethical behaviors such as honesty, respect, service, excellence, and integrity.
5. Integrate the leadership skills of a proposed business owner.
  1. Demonstrate initiative responsibility.
  2. Use time management skills effectively.
  3. Organize multiple tasks.
  4. Apply leadership qualities such as vision, ability, enthusiasm, stability, concern for others, self-confidence, persistence, vitality, charisma, and integrity.
6. Evaluate entrepreneurial field experiences.
  1. Participate in entrepreneurial field experiences.
  2. Critique entrepreneurial field experience.
  3. Propose business strategies for identified areas of improvement.

**Evaluation Criteria/Policies:**

The grade will be determined using the Delaware Tech grading system:

90	-	100	=	A
80	-	89	=	B
70	-	79	=	C
0	-	69	=	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.

**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.

