Department:

Business

Course Description:

This course will provide a study of the basic entrepreneurial process. The course will cover opportunity recognition, entry strategies, market opportunities and marketing, creation of a successful business plan, financial projections, venture capital, debt and other forms of financing, external assistance for startups and small businesses, legal and tax issues, intellectual property, franchising, and entrepreneurship economics.

Course Competencies:

Upon completion of the course, the student should be able to:

1. Define entrepreneurship and explain its role and contribution to personal, school, and community life.
2. Apply entrepreneurial skills that will contribute to the success of the practical learning experience.
3. Assess opportunities at home, school, and in the community, and apply entrepreneurial skills and knowledge to develop those opportunities.
4. Generate and assess ideas to be partnered with a legitimate opportunity at home, school, or in the community.
5. Investigate the types of resources that may be used to evaluate and plan an entrepreneurial venture.
6. Develop a business plan that can be used as a planning tool for a specific opportunity.
7. Explore the career choices available to the entrepreneur or intrapreneur.

Course Content:

A. Becoming an Entrepreneur
B. Developing Successful Business Ideas
   1. Recognizing Opportunities and Generating Ideas
   2. Feasibility Analysis
   3. Writing a Business Plan
   4. Industry and Competitor Analysis
   5. Developing an Effective Business Model
C. Moving from Idea to an Entrepreneurial Firm
   1. Preparing the Ethical and Legal Foundation
   2. Assessing Financial Strength and Viability
   3. Building a New Venture Team
   4. Getting Financing or Funding
D. Managing and Growing an Entrepreneurial Firm
1. Unique Marketing Issues  
2. Intellectual Property  
3. Preparing for the Challenges of Growth  
4. Strategies for Growth  
5. Franchising

Learning Assessment:

Assessment techniques may include, but are not limited to, group activities, written assignments, article summaries, projects, class presentations, quizzes, exams, and a completed business plan.

Instructional Materials:


Guidelines for Requesting Accommodations Based on Documented Disability or Medical Condition

It is the intention of Highland Community College to work toward full compliance with the Americans with Disabilities Act, to make instructional programs accessible to all people, and to provide reasonable accommodations according to the law.

Students should understand that it is their responsibility to self-identify their need(s) for accommodation and that they must provide current, comprehensive diagnosis of a specific disability or medical condition from a qualified professional in order to receive services. Documentation must include specific recommendations for accommodation(s). Documentation should be provided in a timely manner prior to or early in the semester so that the requested accommodation can be considered and, if warranted, arranged.

On-Campus Students: At enrollment, any on campus student may complete a form that will allow them to self-identify any disability.

Off-Campus Regional Students: Self-identify your disability and accommodation needs with the Regional Coordinator and/or instructor, preferably prior to the first class meeting.

Online Students: Self-identify your disability and accommodation needs by contacting the Disabilities Coordinator. Students must provide their own programs to allow accessibility on their home computer.

Any student may also identify their disability by completing an online form located on the HCC homepage under Students Services/Resources/Disabilities. Questions should be directed to the Disabilities Coordinator.