J. Sargeant Reynolds Community College  
Course Content Summary

Course Prefix and Number: BUS 116  
Credits: 3

Course Title: Entrepreneurship

Course Description: Presents the various steps considered necessary when going into business. Includes areas such as product-service analysis, market research evaluation, setting up books, ways to finance start-up, operations of the business, development of business plans, buyouts versus starting from scratch, and franchising. Uses problems and cases to demonstrate implementation of these techniques. Lecture 3 hours per week.

General Course Purpose: To teach anyone with a desire to become an entrepreneur how to start and grow a new business venture.

Course Prerequisites and Co-requisites:
None

Student Learning Outcomes:
Upon completing the course, the student will be able to
a. Speak to the role of entrepreneurship in society;
b. Explain the entrepreneurial function, characteristics and traits of successful entrepreneurs, and trends affecting entrepreneurship;
c. Discuss the social responsibility which every business bears and the fundamental ethical standards upon which businesses are expected to operate;
d. Explain the different forms of business organization and the factors which influence selecting the proper form of ownership;
e. Describe the advantages and disadvantages of buying an existing business, purchasing a franchise, and starting a business from scratch;
f. Recognize the importance of business financing; and
g. Know how to write a business plan.

Major Topics to Be Included:
a. The Driving Force Behind New Business Ventures
b. The Entrepreneurial Process
c. Ethics and Social Responsibility in Business
d. The Business Planning Process
e. International Opportunities for Small Businesses
f. The Importance of Strategic Planning
g. Financial Planning
h. Social Entrepreneurship

Effective Date of Course Content Summary: January 22, 2019