

Course Information Form (CIF)

Course Code: BUS 117

Course Title: Introduction to Entrepreneurship

Department: Business/Computer Science and Technologies

Effective Date: Summer 2026

PCS Code: 1.2 - Occupational/Technical Instruction

CIP Code: 52.0701

Repeatability: 0

Credit Hours

Catalog Notation: 3-0-3

Credit Hour Distribution:

Lecture: 3

Lab: 0

Clinical: 0

Total: 3

General Course Information

Catalog Description

Designed for all owners, managers, and employees of existing or proposed small or independent businesses, including nonprofit organizations. Fundamentals of entrepreneurship and small business management; emphasis on organizational, financial, and marketing management. Focus on business planning, investigation of information sources, and keys to business success.

General Course Objectives

To provide the fundamentals of entrepreneurship and small business management with emphasis on organizational, financial, and marketing management.

Minimum Placement Levels

English	Reading	Math
None	Placement into CCS 098	None

Prerequisites

None

Methods of Evaluation

Class participation, semester project/business plan, 5 quizzes, 3 examinations, and 4 case studies.

Instructional Materials and Additional Supplies

Small Business Management: Entrepreneurship and Beyond, Houghton/Mifflin. current edition.

Course Content

General Learning Outcomes (GLOs)

- Critical Thinking and Information Literacy: Students will demonstrate the ability to evaluate perspectives, evidence, and implications, and to locate, assess, and use information effectively.
- Reasoning and Inquiry: Students will demonstrate the ability to solve problems using deductive reasoning and logic, quantitative reasoning, or the scientific method.
- Global Awareness and Cultural Reasoning: Students will demonstrate their understanding of global issues, gender and sexual orientation, and multicultural perspectives.

Course Segments and Student Learning Outcomes

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
Introduction: 1) Entrepreneurship business motivations, 2) Opportunities, threats, and rewards of small business ownership	1. Demonstrate awareness of entrepreneurship/small business management as a career option. 2. List the personal factors needed in starting a business. 3. Compare the strengths and weaknesses of small business versus big business competitors.	3	0	0
Business Planning: 1) The formal business plan, 2) New venture and existing business plans, 3) Sources of information and doing the research, 4) Uses of plans	1. Discuss the importance of business planning and the business plan, especially over the long run. 2. Compare the format, types, and uses of a business plan. 3. Explain how computers can assist in the business planning and management processes. 4. Use resources for finding a sound idea for a business. 5. List information and research sources and develop the ability to use them. 6. Explain the option of creating or buying (including franchising) a business.	6	0	0
Marketing Management: 1) Modern marketing for the small business, 2) The small business corollary to marketing, 3) Niche marketing - segmentation for small businesses, 4) The small business marketing plan - the key element of the business plan	1. Explain marketing from the big business perspective presented in most general marketing textbooks. 2. Compare a small business marketing system to a big business marketing system. 3. Develop ways that small businesses can understand consumer behavior, their market, and their competition. 4. List keys to small business success: niche marketing, adopting a unique marketing orientation, and stressing flexibility in all of the four P's of marketing. 5. Construct the marketing plan and include it as an important part of the business plan.	5	0	0
Production Management: 1) Producing products and/or services for small business, 2) Reselling products and/or services for small businesses, 3) The Production Plan within the business plan	1. Apply general management principles to the great many types of small businesses which exist. 2. Describe specific types and kinds of businesses. 3. Develop production in retail, service, and manufacturing businesses.	4	0	0

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
Financial Management: 1) Accounting methods and statements for small businesses, 2) Financial analysis for small businesses, 3) Financing sources for small businesses, 4) The Financing Plan within the business plan	1. Construct financial statements, budgeting, cash flow, P and L projections, etc. 2. Produce pro forma financial statements using computers. 3. Describe the various sources of financing, both debt and equity, for small businesses. 4. List and explain government assistance programs for small businesses.	9	0	0
Organization and Growth Management: 1) Modern management concepts and styles for the small business, 2) The Organizational and Operational Management Plan - an important part of the business plan	1. Define organizational and operational management, management styles, and the special needs and situations of small businesses. 2. Explain various topics for personal, operational, and general management.	7	0	0
Future Prospects: 1) The importance of long-term planning for independent business, 2) Creativity and innovation for small businesses	1. Analyze a business's strengths, opportunities and rewards, weaknesses, and threats. 2. List sources of information and assistance. 3. Develop a technique for continually updating the business plan.	3	0	0
The Business Plan	1. Develop creativity and innovation for small businesses. 2. Demonstrate a business plan.	8	0	0

Total Contact Hours

Lecture Hours	Lab Hours	Clinical Hours
45	0	0