

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: ENT-101 Department: Business Administration

Course Title: Intro. to Entrepreneurship Semester: Fall Year: 2011

Objectives/Competencies

Course Objective	Competencies
1. Nature of entrepreneurship and small business	<ol style="list-style-type: none">1. Identifying entrepreneurs as energizers of small business.2. Identifying entrepreneurial venture small business as a vital component of the economy.3. Describing the influences on becoming an entrepreneur.
2. Strategies for seeking entrepreneurial opportunities	<ol style="list-style-type: none">1. Explaining opportunity recognition.2. Identifying start-up and buyout opportunities.3. Explaining the entrepreneurial process.
3. Developing the new entrepreneurial venture business plan	<ol style="list-style-type: none">1. Explain the role of a business plan for a new venture.2. Identify the key components of a business plan.
4. Marketing the entrepreneurial venture	<ol style="list-style-type: none">1. Identifying consumer behavior and product strategy.2. Describe the four P's of the marketing mix.3. Identifying local, regional, national, and global distribution channels.
5. Managing the entrepreneurial venture operations	<ol style="list-style-type: none">1. Describe distinctive nature and features of entrepreneurial management.2. Explain the recruitment and retention of employees.3. Describe Total Quality Management.
6. Financial management in the entrepreneurial firm	<ol style="list-style-type: none">1. Describe the costs associated with the entrepreneurial venture.

Course Objective	Competencies
<p>7. Social and legal environment issues for the entrepreneurial venture</p> <p>8. Creating and developing the entrepreneurial venture.</p>	<p>2. Explain the cash flow management process. 3. Describe accounts receivable/payable. 4. Describe risk management.</p> <p>1. Describe the social responsibilities of small business. 2. Explain government regulation and entrepreneurial opportunity. 3. Identify the challenges of consumerism. 4. Describe government regulation and protection of the marketplace. 5. Identify strategies for operating the entrepreneurial venture within the law.</p> <p>1. Identify intrapreneurial culture within the entrepreneurial venture. 2. Identifying sources of new ideas. 3. Describe methods for generating new ideas. 4. Identify creative problem solving strategies. 5. Describe the process of invention and innovation.</p>