

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: ENT101 Department: Business Administration

Course Title: Intro. to Entrepreneurship Semester: Fall Year: 2019

Objectives/Competencies

Course Objective	Competencies
1. Comprehend the nature of entrepreneurship and small business	1. Identify entrepreneurs as energizers of small business. 2. Identify entrepreneurial venture small business as a vital component of the economy. 3. Describe the influences on becoming an entrepreneur.
2. Strategies for seeking entrepreneurial opportunities	1. Explain opportunity recognition. 2. Identify start-up and buyout opportunities. 3. Explain the entrepreneurial process.
3. Marketing the entrepreneurial venture	1. Identify consumer behavior and product strategy. 2. Describe the four P's of the marketing mix. 3. Identify local, regional, national, and global distribution channels.
4. Managing the entrepreneurial venture operations	1. Describe distinctive nature and features of entrepreneurial management. 2. Explain the recruitment and retention of employees.
5. Financial management in the entrepreneurial firm	1. Describe the costs associated with the entrepreneurial venture.

Course Objective	Competencies
<p>7. Social and legal environment issues for the entrepreneurial venture</p>	<ol style="list-style-type: none"> 2. Explain the cash flow management process. 3. Describe accounts receivable/payable. 4. Describe risk management. <ol style="list-style-type: none"> 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.