

Springfield Technical Community College  
Academic Affairs

Course Number: BUS-148 Class/Lect. Hours: 3 Lab Hours: \_\_\_\_\_ Credits: 3 Dept.: Business

**OBJECTIVES/COMPETENCIES**

Course Objectives	Competencies
<p>1. Describe the nature and impact of entrepreneurship</p> <p>2. Identify and explain elements of business models and plans</p>	<p>1. Identifying entrepreneurs as energizers of small business.</p> <p>2. Identifying entrepreneurial venture small business as a vital component of the economy.</p> <p>3. Identify and explain opportunity recognition.</p> <p>4. Identify intrapreneurial culture within the entrepreneurial venture.</p> <p>5. Describe the process of invention and innovation</p> <p>1. Explain the role of a business plan for a new venture.</p> <p>2. Identify the key components of a business plan.</p> <p>3. Identifying consumer behavior and product strategy.</p> <p>4. Describe the four P's of the marketing mix.</p> <p>5. Identifying distribution channels.</p> <p>6. Identify and analyze startup funding and financing options.</p> <p>1.</p>

Course Objectives	Competencies
<p>3. Discuss how to manage the entrepreneurial venture operations</p> <p>4. Communicate effectively both orally and in writing</p> <p>5. Demonstrate how to work productively in a group.</p> <p>6. Apply critical thinking to problem-solving techniques.</p>	<ol style="list-style-type: none"> <li>1. Describe the distinctive nature and features of entrepreneurial management.</li> <li>2. Explain the core business processes required for operations management: strategy &amp; planning, management accounting, quality, information technology, employee performance management, day to day business processes, capacity management.</li> <li>3. Define risk management.</li> <li>4. Detail social and legal issues for a startup venture.</li> </ol> <ol style="list-style-type: none"> <li>1. Demonstrate effective oral communication through presentations.</li> <li>2. Demonstrate effective written communication.</li> </ol> <ol style="list-style-type: none"> <li>1. Synthesize various opinions and approaches to arrive at common goal.</li> <li>2. Support individual participation from each group member.</li> <li>3. Combine efforts of individuals in a fair and productive manner to generate a common solution.</li> </ol> <ol style="list-style-type: none"> <li>1. Identify creative problem-solving strategies.</li> <li>2. Identify appropriate solutions to solve problems.</li> <li>3. Apply appropriate theories and past academic knowledge in appropriate measures to solve areas of concern or study.</li> </ol>