COURSE OUTLINE

New X Revised

Effective Date: August 21, 2000

1. COURSE PREFIX NUMBER: BUS 116  CREDIT HOURS: 3

2. COURSE TITLE: Entrepreneurship

3. PREREQUISITES: None

4. 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.

5. CONTENT: (Major Headings)

   a. The Driving Force Behind Small Business
   b. Ethics and Social Responsibility in Business
   c. International Opportunities for Small Businesses
   d. The importance of Strategic Planning

6. GENERAL COURSE OBJECTIVES:

   Upon successful completion of the course, the student will be able to

   a. Explain the entrepreneurial function, a profile of the characteristics and traits of successful entrepreneurs, and trends affecting entrepreneurship.
   b. Discuss the social responsibility which every business bears and the fundamental ethical standards upon which businesses are expected to operate.
   c. Explain the different forms of business organization and the factors which influence selecting the proper form of ownership.
   d. Describe the advantages and disadvantages of buying an existing business or purchasing a franchise and how these approaches compare to starting a business from scratch.

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