

Introduction to Entrepreneurship

COURSE SYLLABUS

Aligns to MCC BUS 130

Course Title: Introduction to Entrepreneurship

Primary Course Materials: Readings from Primary Sources (Course notes posted on Google Classroom) Manufacturer product manuals and video

Course Description This CP level course is ideal for students interested in utilizing their creative and design skills to oversee the design process from the conceptual stage through production with a strong focus on the financial implications of different marketing conditions and production choices.

This is an introductory course designed to help students understand the importance of innovation and entrepreneurship in the 21st Century economy and will cultivate an entrepreneurial mindset. It provides students from all disciplines with an avenue to explore a perspective of innovation and entrepreneurship within their areas of interest. Students will have access to the custom apparel and promotional item production equipment used in the Lions Locker School Store. This course will focus on the entrepreneurial process from idea generation to the implementation of a business plan. Experiential, authentic will solidify the learning process.

Introduction to Entrepreneurship is a DECA eligible course, affording students the opportunity to apply their skills in a variety of competitive events and attend seminars and workshops organized by DECA, the nation's largest organization of business students.

Learning Outcomes

- Explain entrepreneurship and innovation and their role in the 21st Century economy
- Evaluate their own entrepreneurial mindset and likelihood to succeed as an entrepreneur
- Differentiate forms of entrepreneurship
- Summarize the process entrepreneurs use to generate ideas and shape them into opportunities
- Design and launch an entrepreneurial opportunity
- Present a business opportunity in a persuasive and professional business pitch

Unit	Student Outcomes and Topics
<u>Unit 1 - Mindset</u>	Topic 1: Mindset Topic 2: Team Building
<u>Unit 2 - Define a Problem & Start a Business</u>	Topic 1: Design Thinking Topic 2: Industry/Customer Contacts Topic 3: Research/Current Trends

<u>Unit 3</u> - <i>Launch</i>	Topic 1: Prototype Topic 2: Test/Pitch
<u>Unit 4</u> - <i>Marketing</i>	Topic 1: Plan Topic 2: Logo Development Topic 3: Networking and Sales
<u>Unit 5</u> - <i>Management</i>	Topic 1: Risk Management Topic 2: Building a Management Team Topic 3: Financials

Grading Policies

1. This course will be a blend of classroom-based exercises focusing on mastering production, design, and authentic learning tasks that focus on key student learning outcomes.
1. It is important for students to understand that this course is conducted within the scope of operations of a functional business. As such, students will be evaluated weekly on their employability. This will include attendance and punctuality, maintaining a clean work area and dedication to task. Additionally, students will be working with materials that have cash value. The utmost care must be taken to avoid waste.

Categories and Weighting			
Employability	25%	Projects	40%
Classroom Exercises	20%	Reporting	15%