# 4/8/2021

# brcc keystone logo

Baton Rouge Community College

*Academic Affairs Master Syllabus*

Date Approved: 27 April 2021

Term and Year of Implementation: Spring 2022

**Course Title:** Introduction to Entrepreneurship

**BRCC Course Rubric:** MANG 2413

**Previous Course Rubric**: MANG 122

**Lecture Hours per week-Lab Hours per week-Credit Hours**: 3-0-3

**Per semester: Lecture Hours-Lab Hours-Instructional Contact Hours**: 45-0-45

**Louisiana Common Course Number:** CMGM 2413

**CIP Code:** 52.0701

**Course Description:** Introduces concepts relative to starting and operating a small business. Students will develop a business idea and engage in activities geared toward business planning and decision making. This course requires a materials fee.

**Prerequisites:**  BUSN 1003 (or BUSN 110) and FINA 1503 with a grade of “C” or better

**Co-requisites:** None

**Suggested Enrollment Cap:** 25

**Learning Outcomes.** *Upon successful completion of this course, the students will be able to:*

1. Discuss how entrepreneurship is related to small business.

2. Identify the advantages and disadvantages of entrepreneurship.

3. Identify the procedures and practices involved in establishing and operating a small business.

4. Identify the elements of a business plan.

5. Demonstrate the ability to work successfully in a team.

**Assessment Measures.** Assessment of all learning outcomes will be measured using the following methods:

1. Homework, projects, presentations, and/or class work

2. Exams and/or quizzes

3. Common questions will be administered by all sections of the course throughout or at the end of the semester assessing the student's knowledge of the learning outcomes.

**Information to be included on the Instructor’s Course Syllabi:**

* ***Disability Statement*:** Baton Rouge Community College seeks to meet the needs of its students in many ways. See the Office of Disability Services to receive suggestions for disability statements that should be included in each syllabus.
* ***Grading:*** The College grading policy should be included in the course syllabus. Any special practices should also go here. This should include the instructor’s and/or the department’s policy for make-up work. For example in a speech course, “Speeches not given on due date will receive no grade higher than a sixty” or “Make-up work will not be accepted after the last day of class”.
* ***Attendance Policy*:** Include the overall attendance policy of the college. Instructors may want to add additional information in individual syllabi to meet the needs of their courses.
* ***General Policies*:** Instructors’ policy on the use of things such as beepers and cell phones and/or hand held programmable calculators should be covered in this section.
* ***Cheating and Plagiarism*:** This must be included in all syllabi and should include the penalties for incidents in a given class. Students should have a clear idea of what constitutes cheating in a given course.
* ***Safety Concerns:*** In some courses, this may be a major issue. For example, “No student will be allowed in the lab without safety glasses”. General statements such as, “Items that may be harmful to one’s self or others should not be brought to class”.
* ***Library/ Learning Resources:*** Since the development of the total person is part of our mission, assignments in the library and/or the Learning Resources Center should be included to assist students in enhancing skills and in using resources. Students should be encouraged to use the library for reading enjoyment as part of lifelong learning.

**Expanded Course Outline:**

I. The Role of Small Business

A. Characteristics and Competencies of an Entrepreneur

B. Advantages and Disadvantages of Entrepreneurship

C. Starting Your Small Business

D. Forms of Ownership of Small Business

E. Business Ethics

II. How to Plan and Organize a Business

A. Planning, Organizing, and Managing a Small Business

B. How to Obtain the Right Financing for your Business

III. How to Market Goods and Services

A. Developing Marketing Strategies

B. Promoting and Distributing

IV. How to Organize, Manage, and Operate the Business

A. How to Obtain and Manage Human Resources and Diversity in Small Business

B. How to Maintain Relationships with Your Employees

C. Obtaining and Organizing Operating Facilities

D. Purchasing, Inventory, and Quality Control

E. Basic Financial Planning and Control

V. Basic Financial Planning

A. Budgeting and Controlling Operations and Taxes

B. Using Computer Technology in Small Businesses

C. Risk Management, Insurance, and Crime Prevention