

**J. Sargeant Reynolds Community College**  
**Course Content Summary**

**Course Prefix and Number:** BUS 116

**Credits:** 3

**Course Title:** Entrepreneurship

**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.

**General Course Purpose:** To teach anyone with a desire to become an entrepreneur how to start and grow a new business venture.

**Course Prerequisites and Co-requisites:**

None

**Student Learning Outcomes:**

Upon completing the course, the student will be able to

- a. Speak to the role of entrepreneurship in society;
- b. Explain the entrepreneurial function, characteristics and traits of successful entrepreneurs, and trends affecting entrepreneurship;
- c. Discuss the social responsibility which every business bears and the fundamental ethical standards upon which businesses are expected to operate;
- d. Explain the different forms of business organization and the factors which influence selecting the proper form of ownership;
- e. Describe the advantages and disadvantages of buying an existing business, purchasing a franchise, and starting a business from scratch;
- f. Recognize the importance of business financing; and
- g. Know how to write a business plan.

**Major Topics to Be Included:**

- a. The Driving Force Behind New Business Ventures
- b. The Entrepreneurial Process
- c. Ethics and Social Responsibility in Business
- d. The Business Planning Process
- e. International Opportunities for Small Businesses
- f. The Importance of Strategic Planning
- g. Financial Planning
- h. Social Entrepreneurship

**Effective Date of Course Content Summary:** January 22, 2019