

# Inver Hills Community College

## **BUS 1160: Entrepreneurship And Small Business Management**

### **A. COURSE DESCRIPTION**

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Explores the journey of business creation from an initial entrepreneurial idea to the successful management of a small business. Students develop practical, hands-on marketing and financial skills designed to increase the chances of success of an entrepreneurial endeavor. The final project is the creation of a business plan which may be used to help secure initial financing of a small business start-up.

**B. COURSE EFFECTIVE DATES:** 08/24/2009 - Present

### **C. OUTLINE OF MAJOR CONTENT AREAS**

1. Business plan components including marketing, finance, human resources, management, and ownership: 25%
2. Entrepreneurial opportunities in relation to personal interests, abilities, and experience: 5%
3. Financial management and break-even analysis: 25%
4. Marketing small business: 25%
5. Ownership options: 5%
6. Resources for small business, such as the SBA, SCORE, and Women's Venture: 5%
7. Techniques and strategies for securing small business funding: 10%

### **D. LEARNING OUTCOMES (General)**

1. Explain which entrepreneurial opportunities may be best suited to the student's personality traits and career interests
2. Create a detailed business plan using a software package such as Business Plan Pro
3. Perform break-even financial analysis
4. Evaluate positives and negatives of the following ownership options: family business, franchises, buying an existing business, starting a completely new business
5. Identify several of the many resources which exist to help entrepreneurs succeed/. These sources include SBA, SCORE, and Wome's Venture
6. Create small business marketing material, including the development of a brochure using a software package such as Microsoft Publisher

### **E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

None

### **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

**G. SPECIAL INFORMATION**

None noted