



**MONROE COUNTY
COMMUNITY COLLEGE**

Course Outcome Summary

Standard Course

BUSAD 170 Small Business and Entrepreneurship

Course Information

Division: Business

Contact Hours: 3

Total Credits: 3

Prerequisites: RDG 090 and ENGL 090 or qualifying score on accepted placement tests

Course Description

This course introduces students to small business and entrepreneurship. It is designed for students interested in starting or working for a small business, those interested in freelance or private contracting work (artists, caterers, daycare operators, welders, electricians, photographers, etc.), business majors, and others interested in small business and entrepreneurship. Course topics include funding a business, developing a business plan, franchising, hiring and managing employees, marketing, personal selling, and ethics. The focus of this course is on the types of small businesses that students might actually start versus high-growth businesses reliant on venture capital. It covers practical aspects of small business management, including part-time businesses, Internet businesses, and the unique challenges and opportunities presented by family-owned businesses. Recognizing that entrepreneurs may start multiple businesses over the course of a lifetime, this course covers the entire business life-cycle from business idea formulation and evaluation to harvesting or closing a business.

Course Outcomes

In order to evidence success in this course, students will be able to:

1. Apply the concepts of ethical decision-making.
2. Describe the scope of small business in the United States and its importance to the economy.
3. Assess their own risk propensity, strengths and weaknesses as a potential entrepreneur.
4. Develop small business ideas aligned with personal career goals.
5. Analyze the viability of entrepreneurial opportunities.
6. Evaluate the pros and cons of the various forms of business.
7. Apply the principles of marketing, management and HRM in a small business context.
8. Describe the elements of effective control systems.
9. Develop a business plan.
10. Present the business plan.

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