

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. This course applies to career/technical education (CTE) programs. Lecture 3 hours. Total 3 hours per week. 3 credits

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

in the different forms of business organization and the factors which influence  
ing the proper form of ownership;  
ibe the advantages and disadvantages of buying an existing business, purchasing  
chise, and starting a business from scratch;  
gnize the importance of business financing; and  
how to write a business plan.

Major Topics to Be Included:

- x The Driving Force Behind New Business Ventures
- x The Entrepreneurial Process
- x Ethics and Social Responsibility in Business
- x The Business Planning Process
- x International Opportunities for Small Businesses
- x The Importance of Strategic Planning
- x Financial Planning
- x Social Entrepreneurship

Effective Date/Updated: January 22, 2019