

**COURSE OUTLINE—NEW COURSE FOR BAS SUPERVISION AND
ORGANIZATIONAL MANAGEMENT
MAN3802—PRINCIPLES OF ENTREPRENEURSHIP**

I. COURSE NUMBER AND TITLE

MAN3802 – Principles of Entrepreneurship

II. COURSE DESCRIPTION

MAN3802 is a 3 credit hour course addressing the nature of entrepreneurship from the prospective of a start-up or newly established small business. Emphasis will be placed on conducting a pre-business feasibility study, start-up of a business, successful management of the firm, and options for succession or termination. Students will consider marketing, management, operations, and financial implications in the development of a business plan. The course is intended to provide the student with an opportunity to analyze the mind of the small business manager, brainstorm potential business options, and consider various contemporary issues facing the small business manager.

III. RATIONALE

The Bachelor of Applied Science in Supervision and Organizational Management (BAS SOM) program is designed to equip students with technical and applied management skills, enabling them to enhance the productivity and efficiency of organizations. MAN3802 is a required course for completion of the Management concentration in the BAS SOM program and will introduce students to the requisite theory, knowledge, and skill set of successful entrepreneurs. Students will enroll in this course during their second year in the program.

IV. IMPACT ASSESSMENT

This is a required course for students focusing in the general management concentration. Prerequisites: MAN 3930, at minimum an AA or AS degree, college admission requirements, and admission to the SOM degree program, or with departmental permission. The course will require additional course loads for existing faculty or the hiring of part-time faculty.

V. COURSE LEARNING OUTCOMES (SOM Program Outcome)

1. Understand the nature of the entrepreneurial process, evaluate business opportunities, assess major entrepreneurial problems, and develop a business plan. (MA #3)

VI. GENERAL OBJECTIVES OF THE COURSE

1. Understand entrepreneurship, including how to start a small business and how to manage the entrepreneurial venture.
2. Conduct market research to identify new business opportunities and evaluate product or service viability
3. Describe the advantages and disadvantages of the typical sources of financing and analyze a cash flow statement to identify problems and timing of cash infusion
4. Explain and navigate government regulations impacting new business, contrast the legal forms of business ownership, and identify basic protections for intellectual property.
5. Understand and defend ethical positions related to business ownership, and incorporate diversity decisions into human resources and marketing decisions.
6. Practice networking and experience the importance of developing business relationships.

VII. TOPICAL OUTLINE

1. Entrepreneurs Recognize Opportunities
2. The Business Plan: Road Map to Success
3. Creating Business from Opportunity
4. Exploring Your Market
5. Developing the Right Marketing Mix and Plan
6. Smart Selling and Effective Customer Service
7. Understanding and Managing Start-Up, Fixed, and Variable Costs
8. Using Financial Statements to Guide a Business
9. Cash Flow and Taxes
10. Financing Strategy: Debt, Equity, or Both?
11. Addressing Legal Issues and Managing Risk
12. Operating for Success
13. Management, Leadership and Ethical Practices
14. Franchising, Licensing, and Harvesting: Cashing in Your Brand

VIII. SUGGESTED METHODS OF INSTRUCTION

1. Lecture
2. Case studies
3. Online resources

IX. SUGGESTED METHODS OF EVALUATION

1. Quizzes
2. Individual projects
3. Class discussions
4. Exams

X. TEXTBOOK

Mariotti, S. and C. Glackin. 2013 *Entrepreneurship: Starting and Operating a Small Business*. 3rd ed, Pearson, ISBN 0132784084.