JCC OFFICIAL COURSE OUTLINE

Course number, title and credits; total time allocation

<table>
<thead>
<tr>
<th>Course Number</th>
<th>ENT 101</th>
<th>Credits</th>
<th>3</th>
<th>Title</th>
<th>Entrepreneurship: Creating Your Own Job</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture/Discussion</td>
<td>45 hrs/semester</td>
<td>Lab 0 hrs/semester</td>
<td>Clinical 0 hrs/semester</td>
<td></td>
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</tr>
</tbody>
</table>

Catalog description and Pre- and Co-requisites (Same as taxonomy and catalog)

There will be only one constant throughout your career...that constant is change. Entire industries are rising and falling, and hard-working people often are finding themselves looking for a job. This course provides you with the foundation to design your own job, whether in the context of an existing organization (as an “intrapreneur”) or by starting a new enterprise (as an “entrepreneur”). In this course you will develop skills for matching your strengths and passions with an entrepreneurial idea that fits you well, so that both you and your clients will benefit.

Knowledge, skills and abilities Students Acquire from this Course (Educational Objectives)

- Awareness of one’s suitability for entrepreneurship;
- Identification of one’s strengths and weaknesses;
- Identification of potential career paths that match one’s profile;
- Knowledge of the skills, attitudes, and leadership styles common among many successful entrepreneurs;
- Knowledge of basic marketing skills, including forms of market research;
- Knowledge of major pitfalls to avoid in entrepreneurship;
- Knowledge of basic accounting and financial principles necessary to analyze the financial health of an enterprise;
- Knowledge of the general sources of funding available to entrepreneurs and an overview of strategies for securing funding;
- Knowledge of several forms of organization available and an overview of the advantages and disadvantages of those forms;
- Knowledge of intellectual property and an overview of methods for protecting intellectual property;
- Knowledge of “harvesting strategies” for exiting a business and an overview of the advantages and disadvantages of those strategies;
- Knowledge of the key components of a business plan and an overview of how a business plan can be valuable to an entrepreneur.
- Advice from successful entrepreneurs from outside the course regarding what to do and what not do when engaging in entrepreneurship.
- Advice from classmates during small group discussions, online forums, and/or whole class discussions regarding what to do and what not do when engaging in entrepreneurship.

Associate Degree Outcomes Addressed in this Course (These must appear in course syllabus)

ADO 8 Personal and Ethical Responsibility

Units/topics of Instruction

- Entrepreneurship
- Leadership
- Ethics
- Financial Management
- Marketing
- Business Law
- Economics

ENT101CourseOutline 2-23-13

Revised: 01/08
**Instructional Techniques and Procedures**
Lecture, critical thinking scenarios (i.e., case studies), role playing, forums, advice from guest entrepreneurs, self-assessment and reflection, small group projects, primary research, and secondary research via the Internet.

**Instructional Use of Computer or Other Technology**
Classroom projection of PowerPoint presentations, videos, and Skype and other electronic presentations from visiting entrepreneurs; microscope for viewing and projecting items; integration of i-clickers during class with video material/pre-assessment completed by students prior to class.

**Instructional Materials and Costs to Students**
Textbook, possibly i-clicker if not provided by JCC.

**Skills and abilities students should bring to the course**

<table>
<thead>
<tr>
<th>Able to read</th>
<th>able to compute</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ a limited amount of material</td>
<td>□ basic, pre-algebraic problems</td>
</tr>
<tr>
<td>□ an average amount of material</td>
<td>□ simple algebraic problems</td>
</tr>
<tr>
<td>□ an above average amount of material</td>
<td>□ higher order mathematical problems</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Able to read</th>
<th>Able to write</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ relatively easy material</td>
<td>□ short compositions</td>
</tr>
<tr>
<td>□ moderately difficult material</td>
<td>□ medium length compositions</td>
</tr>
<tr>
<td>□ technical or sophisticated material</td>
<td>□ lengthy compositions</td>
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</table>

<table>
<thead>
<tr>
<th>Able to use technology</th>
<th>Other necessary abilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ keyboard skills/familiar with computer</td>
<td>□</td>
</tr>
<tr>
<td>□ computer application</td>
<td>□</td>
</tr>
<tr>
<td>□ web navigation</td>
<td>□</td>
</tr>
</tbody>
</table>

**The course is usually scheduled**
Day: □ Fall  x Winter  □ Spring
Evening: □ Fall  x Winter  □ Spring

Prepared by Ronald Betzig

Approved by Dept.  Date  February 28, 2013

Approved by Dean  Date  3-19-13

Approved by Curriculum Committee  Date  3-19-13
(last names, please)