

## JCC OFFICIAL COURSE OUTLINE

### Course number, title and credits; total time allocation

Course Number	<b>ENT 101</b>	Credits	<b>3</b>	Title	<b>Entrepreneurship: Creating Your Own Job</b>			
Lecture/Discussion	<b>45</b>	hrs/semester	Lab	<b>0</b>	hrs/semester	Clinical	<b>0</b>	hrs/semester

### 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

**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 Power Point 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**

Able to read	<input type="checkbox"/> a limited amount of material <input checked="" type="checkbox"/> an average amount of material <input type="checkbox"/> an above average amount of material	Able to compute	<input checked="" type="checkbox"/> basic, pre-algebraic problems <input type="checkbox"/> simple algebraic problems <input type="checkbox"/> higher order mathematical problems
Able to read	<input type="checkbox"/> relatively easy material <input checked="" type="checkbox"/> moderately difficult material <input type="checkbox"/> technical or sophisticated material	Able to write	<input type="checkbox"/> short compositions <input checked="" type="checkbox"/> medium length compositions <input type="checkbox"/> lengthy compositions
Able to use technology	<input checked="" type="checkbox"/> keyboard skills/familiar with computer <input type="checkbox"/> computer application <input checked="" type="checkbox"/> web navigation	Other necessary abilities	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

**The course is usually scheduled**

Day: ☒ Fall      x Winter      ☒ Spring

Evening: ☒ Fall      x Winter      ☒ Spring

Prepared by **Ronald Betzig**

Date **February 28, 2013**

Approved by Dept.

Date **3-19-13**

Approved by Dean

Date **3/19/13**

Approved by Curriculum Committee

Date **3/19/13**

(last names, please)