

**Eastern WV Community & Technical College  
Master Course Record**

<b>Course Prefix and Number:</b> BUS 210
<b>Course Title:</b> Entrepreneurship
<b>Recommended Transcript Title</b> (if over 40 characters) Entrepreneurship
<b>Date Approved/Revised:</b>
<b>Credit Hours:</b> 3 <b>Contact hours per week (Based on 15 week term):</b> <b>Lecture:</b> 3
<b>Prerequisite:</b> <b>Corequisite:</b> <b>Pre/Corequisite:</b>
<b>Grading Mode:</b> Letter Grade
<b>Catalog Description:</b> 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 startup, 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.
<b>Course Outcomes:</b> <ol style="list-style-type: none"> <li>1. Discuss the Benefits and the Potential Drawbacks of Entrepreneurship</li> <li>2. Discuss Ethical and Social Responsibilities as They Relate to Entrepreneurship</li> <li>3. Explain Creativity, Innovation, and challenges of Entrepreneurship</li> <li>4. Conduct a Feasibility Analysis and Design a Business Model</li> <li>5. Craft a Business Plan and Build a Solid Strategic Plan</li> <li>6. Discuss Forms of Business Ownership and Buying an Existing Business</li> <li>7. Explain Franchising</li> <li>8. Develop a Marketing Plan</li> <li>9. Discuss E-Commerce as it relates to Entrepreneurship</li> <li>10. Explain Pricing and Credit Strategies</li> <li>11. Develop a Financial Plan</li> <li>12. Discuss Cash Flow Management</li> <li>13. Explain the Difference between Equity and Debt Financing</li> <li>14. Explain Choosing the Right Location and Layout</li> </ol>
<b>Implementation Cycle:</b> Spring 2017
<b>Role in College Curriculum: (Check all that apply)</b> <input type="checkbox"/> <b>General Education Core (Specify category)</b> <input type="checkbox"/> <b>Technical Core</b> <input checked="" type="checkbox"/> <b>Restricted Elective AAS in Business Management / CAS in Business Management</b> <input checked="" type="checkbox"/> <b>General Elective</b> <input type="checkbox"/> <b>Workforce Education</b> <input type="checkbox"/> <b>Other (Please specify)</b>

Course Number & Title: BUS 210 Entrepreneurship  
Date Prepared/Revised: 11/05/15  
Date Approved by Curriculum Committee: 12-6-16  
Date Approved by LCT: 12/12/16

<b>Course Fee: None</b>
<b>Instructor's Qualifications:</b> Master's degree with 18 graduate level credits in business.
<b>Expanded Course Description</b> This course consists of lectures and hands-on application.

Prepared by: Seyed Mirkhani, Division Chair for Business, Computer and Information Technology  
11/15/16

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Name, Title Date

Approved Per LOT Minutes

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Dean of Teaching and Learning Date