



South Central College

MKT 1910 Entrepreneurship

Course Outcome Summary

Course Information

Description	This course utilizes a variety of tools to stimulate student interest and to promote learning. We will discuss the importance of entrepreneurship in our business climate with an emphasis on the small business. the course culminates with each student creating parts of a business plan
Total Credits	3
Total Hours	48

Types of Instruction

Instruction Type	Credits/Hours
Lecture	3/48

Pre/Corequisites

NONE

Institutional Core Competencies

Critical and Creative Thinking - Students will be able to demonstrate purposeful thinking with the goal of using a creative process for developing and building upon ideas and/or the goal of using a critical process for the analyzing and evaluating of ideas.

Course Competencies

1. Entrepreneurship

Learning Objectives

Identify three motivators of entrepreneurial Careers
discuss the availability of entrepreneurial opportunities

2. Strategies

Learning Objectives

describe the factors that comprise internal environments
describe the factors that comprise external environments
define competitive advantage
provide advice on developing an effective exit strategy
describe the options available for exiting explain the importance of having an exit strategy

describe the attraction and challenges of a home based business
identify the factors affecting choice of a business location
describe the effective use of boards of directors and advisory councils
explain the nature of strategic alliances and their use in businesses
explain the common legal forms of organization used by businesses
define market segmentation and its related strategies
discuss the nature of the marketing research process

3. E-Commerce

Learning Objectives

identify the initial considerations in launching a dot.com business
describe the different business models followed by ecommerce firms
understand the benefits of e-commerce to small firms
explain the challenges presented by e-commerce and global changes

4. Franchising

Learning Objectives

describe the process for evaluating a franchise opportunity
identify the major pros and cons of franchising
explain franchising terms and the structure of the industry

5. The Family Business

Learning Objectives

describe the process of managerial succession in a family business
discuss the factors that make a family business unique
summarize three basic approaches for determining a fair value for a business
list some reasons for buying an existing business
generate three reasons for starting a new business rather than buying an existing firm
outline the complex roles and relationships involved in a family business

6. The Business Plan

Learning Objectives

explain the need for a business plan from the perspectives of readers
list practical suggestions to follow in writing a business plan

7. The Marketing Plan

Learning Objectives

create a marketing plan
describe sales promotional tools
identify advertising options for a business
describe the communication process and the factors determining a promotional mix

8. Financing and Assistance

Learning Objectives

recognize the sources of assistance available to support inter- national business efforts
describe the purpose content of the income statement
describe various sources of financing available to firms
evaluate the choice between debt financing and equity financing
describe how the nature of a firm affects its financing sources
compute a firm's cash flow
explain the different methods of forecasting sales
forecast a new venture's profitability
identify available sources of assistance in preparing a business plan

SCC Accessibility Statement

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and discuss accommodations. North Mankato: Room B-132, (507) 389-7222; Faribault: Room A-116, (507) 332-7222.

Additional information and forms can be found at: www.southcentral.edu/disability

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