



## SYLLABUS COLLEGE OF BUSINESS ADMINISTRATION

<b>Course Number Course Name</b>	BA350 ENTREPRENEURSHIP
<b>Credit Value (Breakdown of theory and lab credits)</b>	3 Theory
<b>Catalog Course Description</b>	Methods of small business management and business formation, with an emphasis on the traditional business functions in a small setting. (3, 3T+0S)
<b>Student Learning Outcomes/Objectives /Competencies of the Course</b>	<ol style="list-style-type: none"> <li>1. Students will be able to define, identify and/or apply the principles of entrepreneurial and family business;</li> <li>2. Students will be able to define, identify and/or apply the principles of viability of businesses, new business proposals, and opportunities within existing businesses;</li> <li>3. Students will be able to define, identify and/or apply the principles of entrepreneurial management and growth through strategic plans, consulting projects and/or implementing their own businesses;</li> <li>4. Students will be able to define, identify and/or apply the principles of preparing a startup business plan emphasizing financing, marketing, and organizing;</li> <li>5. Students will be able to define, identify and/or apply the principles of creating and defending an entrepreneurial marketing plan;</li> </ol>
<b>College-Wide Student Learning Outcomes</b>	<ol style="list-style-type: none"> <li><b>1. Communication</b></li> <li>2. Critical Thought</li> <li>3. Information Literacy</li> <li>4. Cultural Competence</li> </ol> <p>Outcome in Bold</p>