



## Course Syllabus

**Course Number | Name:** BUS453NT - Entrepreneurship

**Course Credits:** 3

**Course Duration:** 8 weeks

### Course Description:

Principles of entrepreneurship and management of the small, closely held enterprise, from idea conception, strategic planning, start-up, and financing growth, to building a management team and transfer of ownership. Uses the case method to expose students to a variety of industries and issues.

### Applied Business Program Learning Outcomes (PLOs\*):

1	Communicate effectively in a professional and diverse global environment.
2	Analyze business problems using appropriate theories and techniques.
3	Demonstrate digital literacy throughout their program.
4	Demonstrate foundational knowledge of the functional areas of business.
5	Work effectively in a team situation.
6	Articulate a biblical understanding of key business concepts.
7	Integrate discipline, specific knowledge, and skills into a complete business plan.

**\*Every business course must include assessments of some, but not all, of the PLOs. The highlighted ones are assessed in this course.**

**Course Learning Outcomes (CLOs):**

<b>#</b>	<b>CLOs</b>	<b>Bloom's*</b>	<b>PLO(s)~</b>
<b>1</b>	Define key concepts of entrepreneurship.	1	4
<b>2</b>	Apply Christian principles of stewardship, teamwork, sacrifice, faith, and priorities to the process of creating a new enterprise, whether for-profit or not-for-profit.	3	6
<b>3</b>	Explain processes and theories involved in identifying Entrepreneurial activities.	4	2
<b>4</b>	Conduct research and analyze business proposals to detect potential weaknesses and areas for improvement.	4	4
<b>5</b>	Create a rudimentary business plan that addresses the most common concerns of potential investors, lenders and partners.	6	7

\*Indicates Bloom's Taxonomy cognitive domain level.

~Indicates which PLO(s) are aligned with the SLO.

**Biblical Worldview Integration Plan:**

Students will examine entrepreneurship from the lens of the book and compare and contrast the lens presenting in “The Faith Driven Entrepreneur” throughout discussions.

**Required Media:**

Portolese, Laura, Jaclyn A. Krause, and Julie R. Bonner. *Entrepreneurship*. v2.0. FlatWorld. October 2022. ISBN-13: 978-1-4533-4069-1. Digital

Kaestner, Henry, JD Greear, and Chip Ingram. *Faith Driven Entrepreneur: What It Takes to Step into Your Purpose and Pursue Your god Given Call to Create*. Tyndale Momentum. August 31, 2021. ISBN-13: 978-1496457233. Paper

**Grading Grid:**

<b>Assessments (# in parentheses) - # pts. each if &gt; 1</b>	<b>Total Points</b>
Discussions (8) – 25 pts. each	<b>200</b>
Essays (7) - 1 @ 50 pts. + 6 @ 75 pts. each	<b>500</b>
Weekly Reading Quiz (7) - 20 pts. each	<b>140</b>
Final Paper	<b>100</b>
Final Test	<b>60</b>
<b>Total Points:</b>	<b>1,000</b>

**Course Schedule:**

**Week 1**

Media:

1. Portolese, Chapter 1 - What is Entrepreneurship
2. Portolese, Chapter 2 - Understanding the Basics of Business
3. Kaestner, Chapters 1 - 3
4. Chapters 1 and 2 PowerPoint Slides (optional)
5. The Industrial Economy, a Crash Course in U.S. History #23 Video
6. How Important Are Small Businesses? Video
7. How I Became an Entrepreneur at 66 Video
8. Choosing the entity that meets your needs Video

Assignments:

1. Assignment 1-1 Quiz
2. Assignment 1-2 Essay - See Instructions in the course
3. Wk1 Discussion - See Instructions in the course

**Week 2**

Media:

1. Portolese, Chapter 3 - How do I determine a good idea and Opportunity
2. Portolese, Chapter 4 (optional)
3. Kaestner, Chapter 4
4. Chapter 3 PowerPoint Slides (optional)

Assignments:

1. Assignment 2-1 Quiz
2. Assignment 2-2 Essay - See Instructions in the course
3. Wk2 Discussion - See Instructions in the course

**Week 3**

Media:

1. Portolese, Chapter 5 - How do I perform Financial Analysis
2. Kaestner, Chapter 5
3. Chapter 5 PowerPoint Slides (optional)

Assignments:

1. Assignment 3-1 Quiz
2. Assignment 3-2 Essay - See Instructions in the course
3. Wk3 Discussion - See Instructions in the course

**Week 4**

Media:

1. Portolese, Chapter 6 - How do I write an operational plan
2. Kaestner, Chapter 6
3. Chapter 6 PowerPoint Slides (optional)
4. Choosing a location Video
5. How to choose a location for a store or restaurant Video
6. Managing supplier performance Video
7. 3 types of manufacturing costs Video

Assignments:

1. Assignment 4-1 Quiz
2. Assignment 4-2 Essay - See Instructions in the course
3. Wk4 Discussion - See Instructions in the course

**Week 5**

Media:

1. Portolese, Chapter 8 - How to put together a business plan
2. Kaestner, Chapter 7
3. Chapter 8 PowerPoint Slides (optional)

Assignments:

1. Assignment 5-1 Quiz
2. Assignment 5-2 Essay - See Instructions in the course
3. Wk5 Discussion - See Instructions in the course

**Week 6**

Media:

1. Portolese, Chapter 9 - How do I manage Change
2. Kaestner, Chapter 8
3. Chapter 9 PowerPoint Slides (optional)
4. PESTLE Analysis Explained Video
5. How to make a SWOT analysis Video
6. Mendelow's Matrix Model – A-Z of business terminology Video
7. Management vs. Leaders Video

Assignments:

1. Assignment 6-1 Quiz
2. Assignment 6-2 Essay - See Instructions in the course
3. Wk6 Discussion - See Instructions in the course

**Week 7**

Media:

1. Portolese, Chapter 11 - Growing a business
2. Kaestner, Chapters 9 and 10
3. Chapter 11 PowerPoint Slides (optional)
4. What is a joint venture Video
5. Venture capital Explained Video
6. What is an IPO Video
7. 8 Ways to successfully acquire a small business Video

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Assignments:

1. Assignment 7-1 Quiz
2. Assignment 7-2 Essay - See Instructions in the course
3. Wk7 Discussion - See Instructions in the course

### **Week 8**

Media:

1. Portolese, Chapter 12 - Planning for the future
2. Kaestner, Chapter 11
3. Chapter 1 2 PowerPoint Slides (optional)
4. Business succession Video
5. Family business succession planning Video
6. Changing the world through social entrepreneurship Video

Assignments:

1. Assignment 8-1 Final Test
2. Assignment 8-2 Final Paper - See Instructions in the course
3. Wk8 Discussion - See Instructions in the course