Business (BUSN) 2280 Entrepreneurship (3 Units) CSU

Advisory: Eligibility for English 1000 and Reading 1005, and Business 1050 or Business 1051 strongly recommended.

Hours and Unit Calculations:
Total Contact Hours: 48 hours lecture. 96 Outside of class hours. (144 Total Student Learning Hours) 3 Units

Catalog Description: In this course students are introduced to the processes used by creative innovators in business. It provides many concepts and skills needed to dream, research, visualize, plan, organize, and finance new businesses ideas or to improve existing businesses.

Type of Class/Course: Degree Credit


Additional Instructional Materials: None

Course Objectives:

By the end of the course, a successful student will be able to:

1. explain the characteristics of an entrepreneur,
2. research, evaluate, and develop business plans for new ventures and innovate existing ones,
3. use and analyze business strategies in customer development, sales, marketing, and finance,
4. develop business policies and practices focusing on leadership, management, operations, and law
5. design socially responsible and global growth opportunities for a business

Course Scope and Content:

Unit I    Being an Entrepreneur

A. Examining values, skills, and thinking typically found in entrepreneurs
B. Finding business opportunities
C. Performing basic business research
D. Developing socially responsible entrepreneurship

Unit II   Business Development

A. Creating the business plan
B. Selecting customers
C. Constructing business strategies
D. Financing the business or innovation
E. Comparing marketing strategies
F. Developing sales and distribution channels

Unit III   Internal Operations

A. Developing management and leadership for the business
B. Exploring human resource options
C. Establishing operating procedures and policies
D. Utilizing technology in the new venture or innovation
E. Reviewing possible legal issues and requirements

Unit IV   Growing the Business

A. Expanding a business locally
B. Considering global development and expansion

Learning Activities Required Outside of Class:

The students in this class will spend a minimum of 6 hours per week outside of the regular class time doing the following:

1. Studying class notes
2. Completing required reading
3. Writing responses, reflections, analysis, and evaluations
4. Answering questions
5. Solving problems presented in activities or exercises
6. Contributing to group projects

Methods of Instruction:

1. Lectures and discussions
2. Demonstrations and visual aids
4. Guest speakers
5. Role playing in business scenarios
6. Multimedia presentations
7. Group explorations

Methods of Evaluation:

1. Writing assignments, including:
   a. written homework from chapters
   b. group reports
   c. chapter critical analysis reflections
   d. case studies
   e. survey responses and analysis

2. Skill demonstrations, including:
   a. class performance
b. performance exams
c. performance in business scenarios
d. role-playing and group activities
e. oral presentations and demonstrations
f. discussion responses
g. survey responses and analysis
h. creativity and innovation in business

3. Projects, including:
   a. multimedia presentations
   b. business scenario responses
   c. action plans
   d. formal written reports
   e. portfolio
   f. community service projects
   g. building new case studies
   h. business plans
   i. business innovation studies

Supplemental Data:

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