

CUMBERLAND COUNTY COLLEGE

Course: BU 122: Introduction to Entrepreneurship

Credits: 2

Prerequisites: RD 100, EN 060, BU 115

Description: This is a course in which students assess the fundamental skills necessary to start and operate their own businesses. This course is designed for students who are in the early planning stages of entrepreneurship or currently own a business but need some additional tips and concepts to help spur growth and profitability. Combining academics, coaching, mentoring and on-line resources can be the foundation that entrepreneurial small business owners need to develop a successful enterprise.

Learning Outcomes

At the completion of this course, students should be able to:

- Describe the small business model and its importance to the US economy
- Compare the advantages and disadvantages of various forms of business ownership
- Recognize multiple entrepreneurship concepts
- Describe key financial statements in budgeting and financial planning, including cash flow and borrowing needs
- Develop a comprehensive business plan

Topical Outline

- The Entrepreneurial Life
- Market Research
- Product Services
- Market Segmentation & Product Positioning
- Pricing and Profitability
- Accounting, Cash Flow & Break-Even Analysis
- Obtaining Financing
- Small Business Marketing
- Preparing a business plan

Text: *Operation Jump Start-First Step* (3rd. ed.). Operation Jump Start.

Student Assessment: Assessment may be accomplished through projects, portfolios, exams, presentations and/or papers.

Academic Integrity: Plagiarism is cheating. Plagiarism is presenting in written work, in public speaking, and in oral reports the ideas or exact words of someone else without proper documentation. Whether the act of plagiarism is deliberate or accidental [ignorance of the proper rules for handling material is no excuse], plagiarism is, indeed, a “criminal” offense. As such, a plagiarized paper or report automatically receives a grade of **ZERO** and the student may receive a grade of **F** for the semester at the discretion of the instructor.

Note: If you are having difficulty with work in this class tutoring is available through the Center for Academic & Student Success. If you think that you might have a learning disability, contact Project Assist at 856.691.8600 x 1282 for information on assistance that can be provided to eligible students.

Before Withdrawing From This Course

If a student experiences adverse circumstances while enrolled in this course and considers withdrawing, s/he should see an advisor (division or advisement center) **BEFORE** withdrawing from the class. A withdrawal may cause harmful repercussions to completion rate standards and overall GPA which can limit or eliminate future financial aid in addition to causing academic suspension.